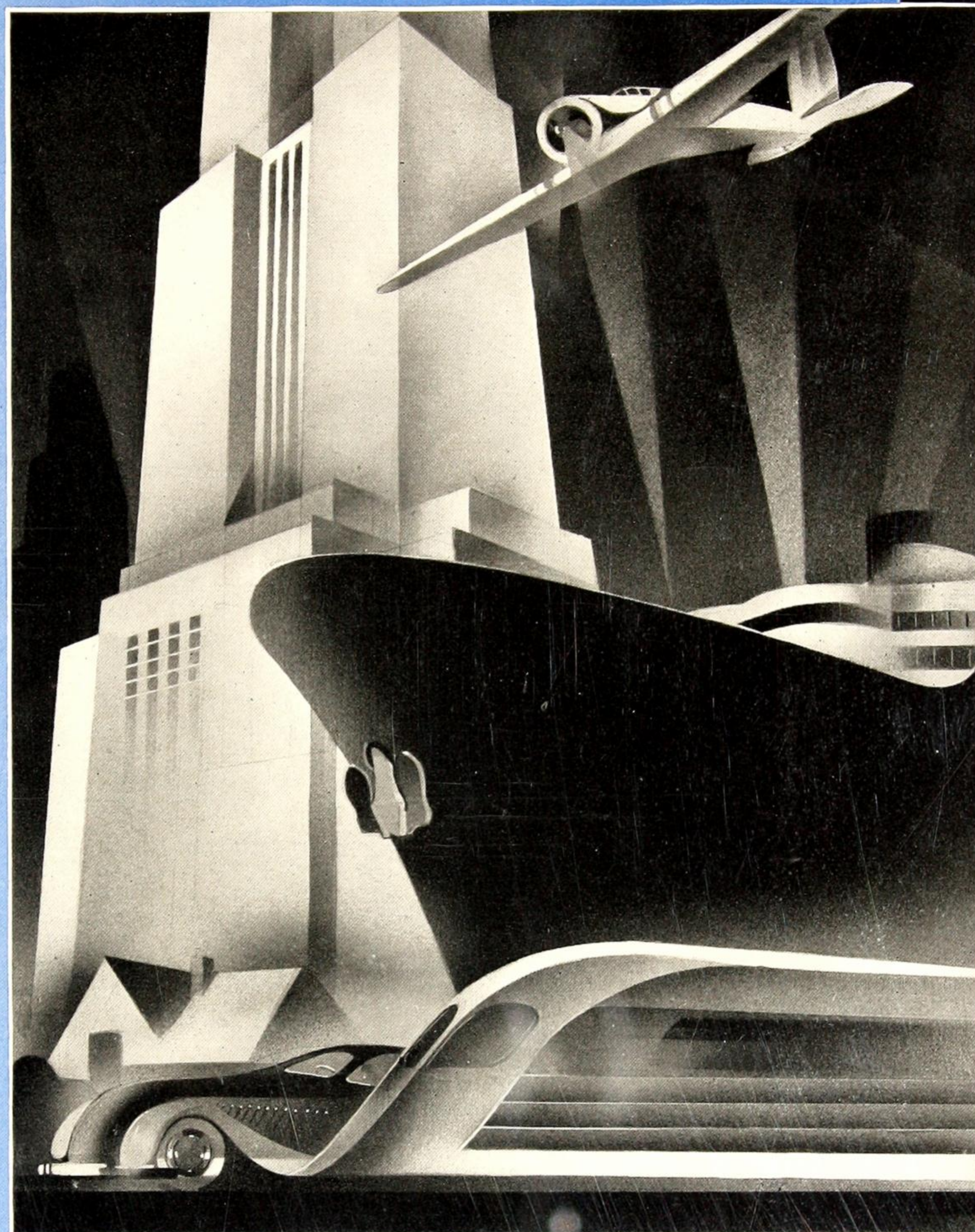


NEW WAYS



TO INCREASE SALES
AND PROFITS WITH

Silchrome
STAINLESS STEEL

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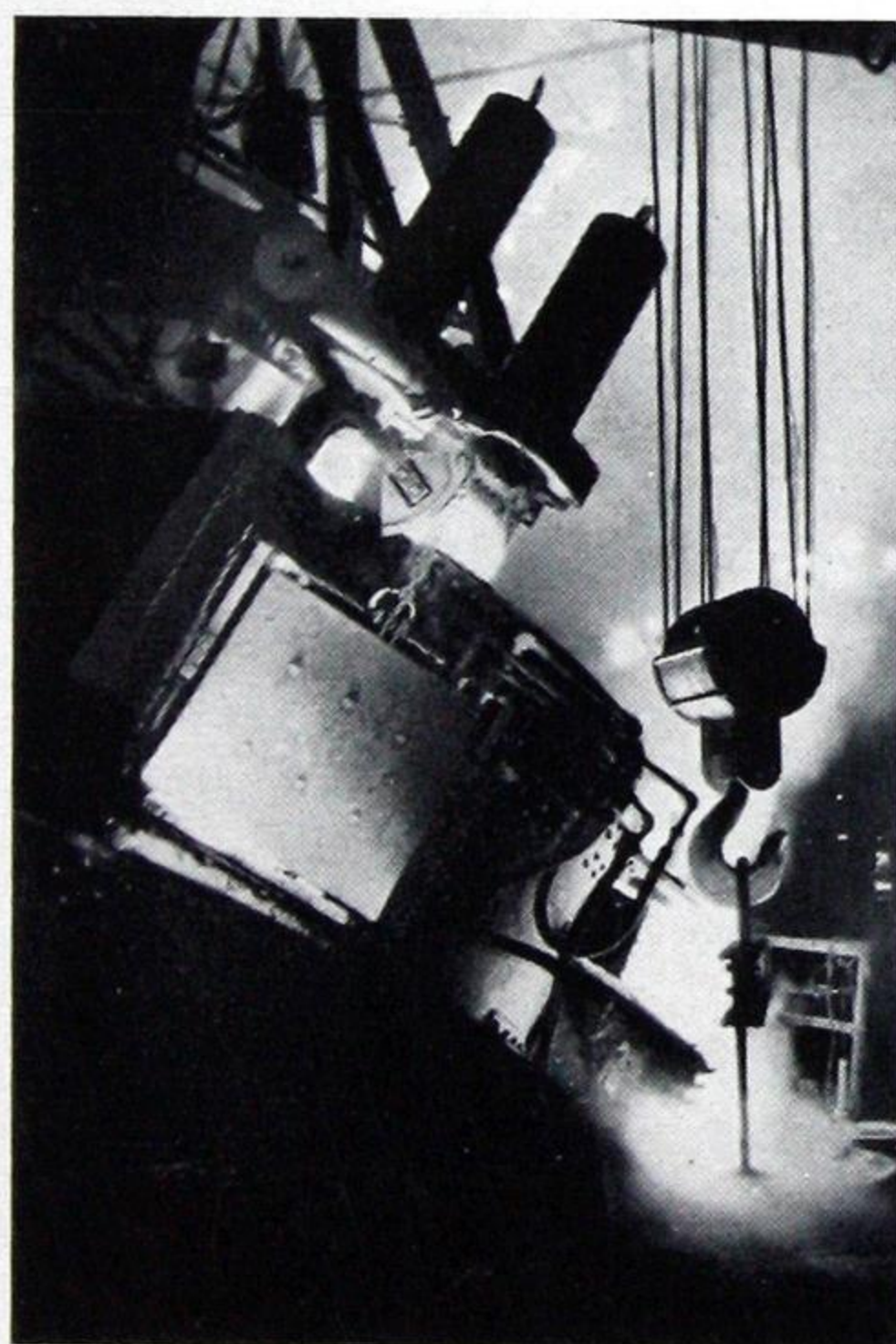
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NEW WAYS

EDGCOMB STEEL CO.
D ST. BELOW ERIE AVENUE
Philadelphia, Pa.
DISTRIBUTORS FOR

To increase Sales and Profits



We who are engaged in the manufacture of fine steels believe that the use of Silcrome* Stainless Steel is in its infancy. We further sincerely believe that greater use of Silcrome will result in increased sales and profits for manufacturers and distributors in many lines. This booklet has, therefore, been prepared to show some of these opportunities. We believe it will prove of interest and value.

*The trade mark Silcrome on all grades of Ludlum Stainless Steel is your assurance that the steel was melted by Ludlum and processed under the most modern technical control with the accumulated knowledge gained through 85 years of fine steel making. Silcrome is available in all forms, including bars, wire, strip, sheets and plates.

LUDLUM STEEL CO.
WATERVLIET NEW YORK
TOOL STEELS SILCROME NITRALLOY

SILCROME

STEEL
STAINLESS

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LUDLUM STEEL C
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CCA

TO recognize and create a demand is the secret of all sound business. —Walther Rathneau.

SUCCESSFUL industrialists of all times and all countries have been guided by the principle so well stated by Rathneau. It is equally clear that keeping pace in the competitive struggle requires never-ending product improvement. The public demand for new and better goods of all kinds is unlimited. Every year many products become virtually obsolete because new and better ones have replaced them in popular favor.

To visualize some of the present day opportunities for meeting and anticipating public demand, we present in this booklet a few of the countless ways in which Silcrome Stainless Steel is used by designers, engineers and industrialists to keep their products in line with the demand for new and better things.

The advantages that greater use of Silcrome brings the public are tangible—not imaginary. They are appreciated and sought by men, women and children in all walks of life. The use of Silcrome provides products and improvements that can be demonstrated, advertised and easily sold. It appeals to the actual buying motives that make the wheels of industry turn more rapidly.

Silcrome contributes to higher living standards in many definite ways. Among its advantages are:—

Less Corrosion—Products made of Silcrome resist rust, stain and acid attack.

Less Work—Every housewife knows the advantages of a Stainless Steel paring knife—no scouring or polishing. Broader use of Silcrome reduces labor in homes, offices, hotels, stores, hospitals, transportation service and factories. Who wants to do work that can be avoided?

Less Weight—Because Silcrome is stronger it is lighter for many applications. Screens, wire and cables weigh less and are stronger. In transportation, the use of Silcrome saves weight and reduces operating costs.

Product
Improve-
ment Vital

Silcrome
Provides
Strong
Selling
Appeals

STAINLESS STEEL

SILCROME

Increase
Your Sales
and Profit

Ludlum
Engineer-
ing Service

Longer Life—Products made of Silcrome last longer—require less frequent replacement. In the home this feature makes for greater convenience and economy. In industry the importance of reduced replacement cost is an extra profit factor.

Lower Cost—Useful life considered, most products made of Silcrome actually cost less. It is the per hour, day or year cost that determines industrial costs and home living standards.

Most people are familiar with some of the advantages offered by Silcrome Stainless Steel. They are aware of it through its application to cutlery and cooking utensils. They know it is used in automobiles and airplanes. They may have seen Silcrome national advertising. Therefore, any new product using Silcrome will find an interested and receptive market. Consumers generally like the idea of Silcrome. They are interested in learning of new ways in which it will contribute to their satisfaction and comfort.

In industry, metallurgists, engineers and production executives are likewise aware of what Silcrome can offer. New applications will interest them, and salesmen offering new applications will usually get a good hearing.

Whether your market is industrial or commercial, Ludlum is eager to help you find new and profitable uses for Silcrome. Ludlum metallurgists and engineers have had broad experience in many fields. Different grades of Silcrome are available to meet special applications and production requirements ranging from qualities essential for machining, forging, etc., to heat resisting Silcrome for exhaust valves, and special grades for highly acid and corrosive conditions.

The Ludlum staff is at your disposal. They welcome correspondence on any problem or will visit your factory on request. They have been of material help to many present Silcrome users. We believe they are in a position to profitably aid many more. Inquiry may be made without cost or obligation.

SILCROME

STAINLESS STEEL



Silcrome

IN THE HOME

Countless opportunities for increasing sales and profit exist in the home furnishing field. During the depression years, while replacements have been at a minimum, desire has been increasing. As buying power expands, home owners seek new and better furnishings

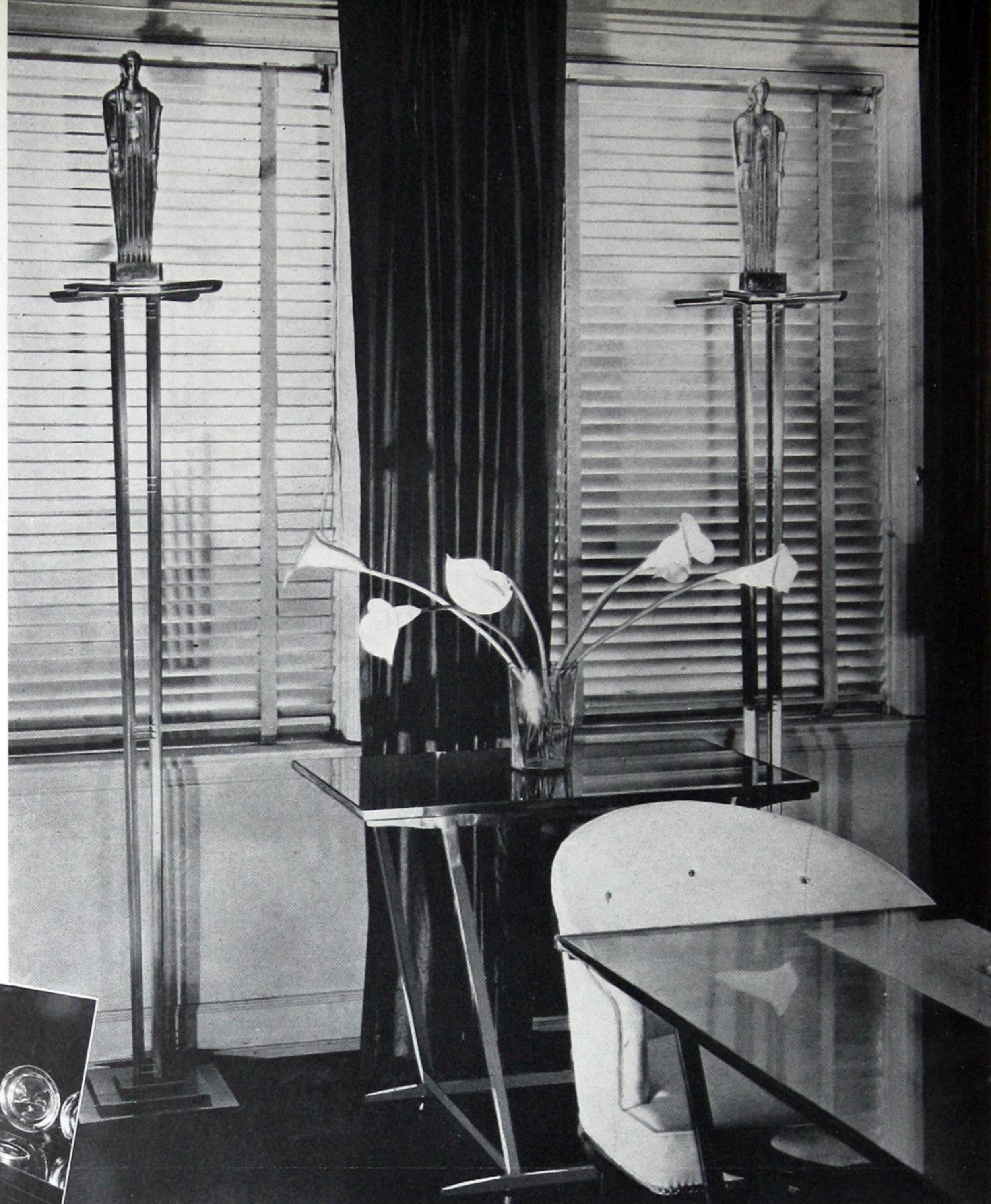
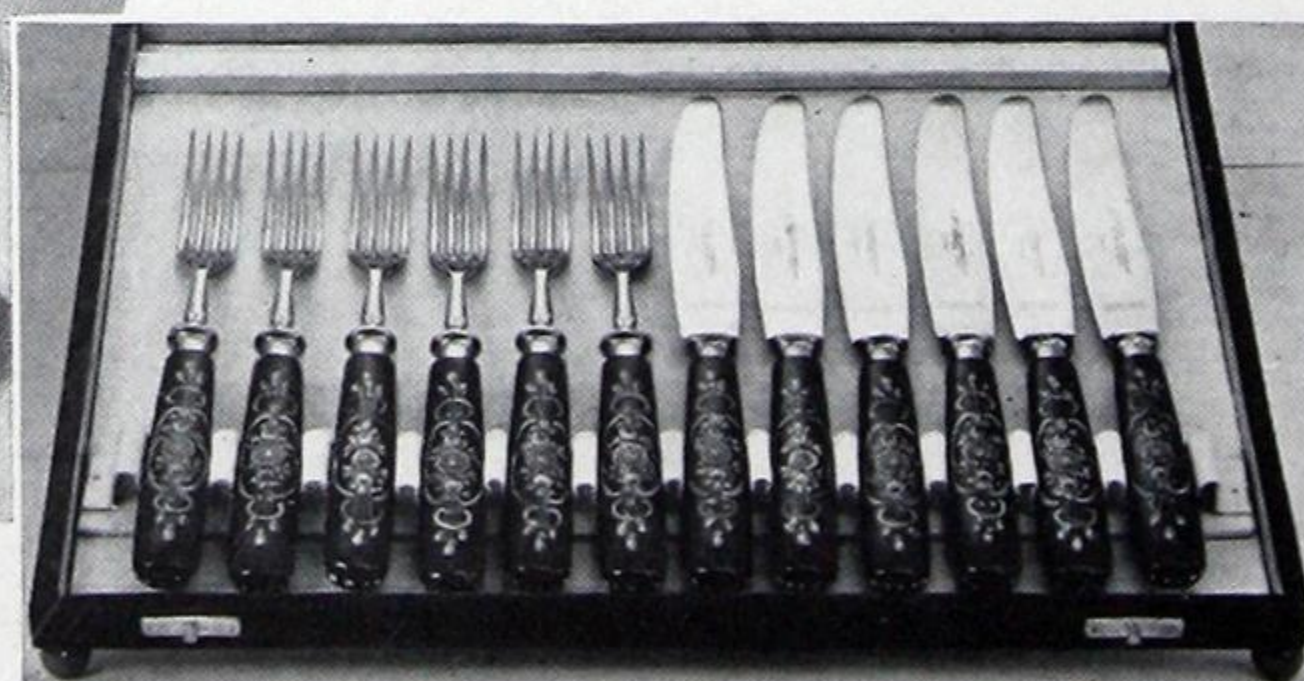
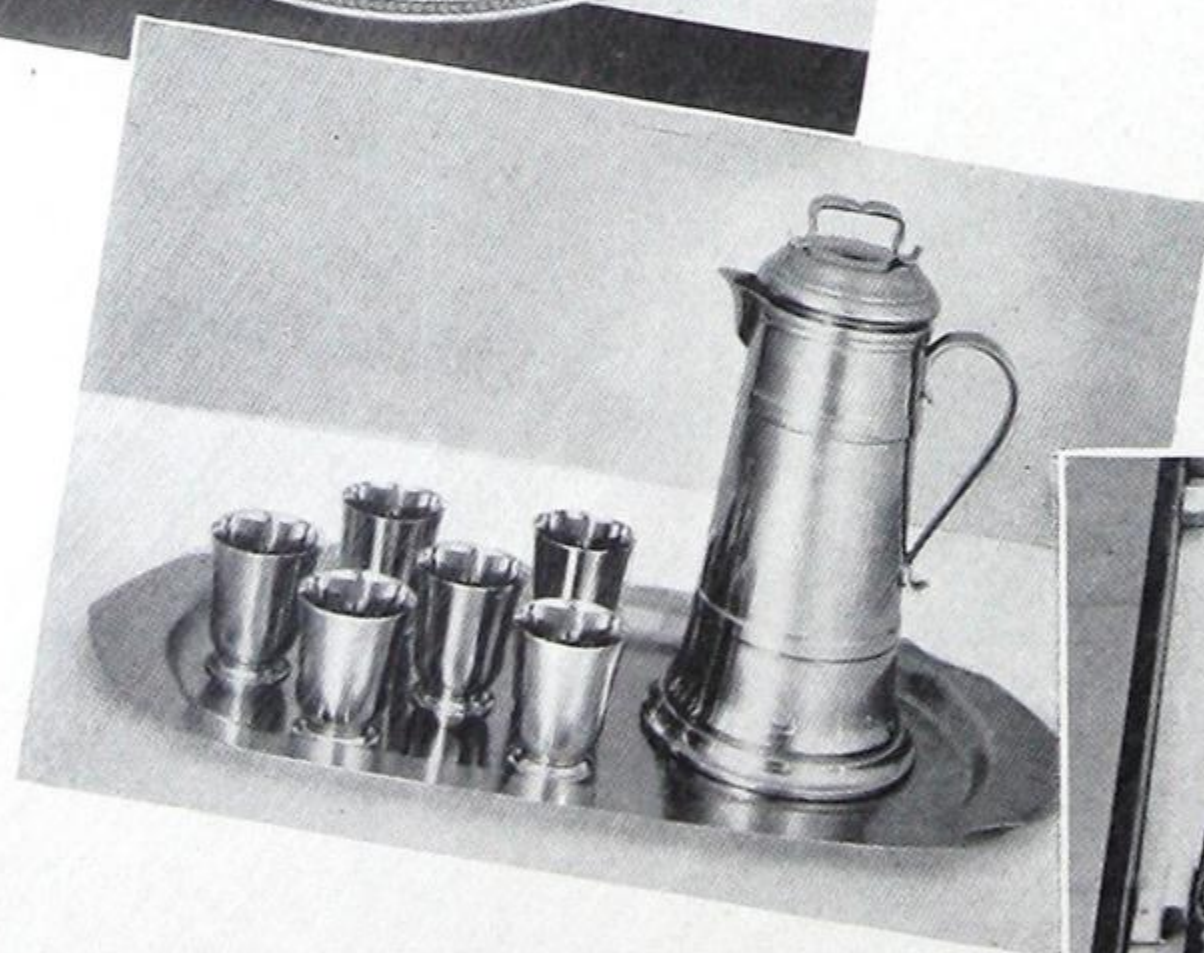
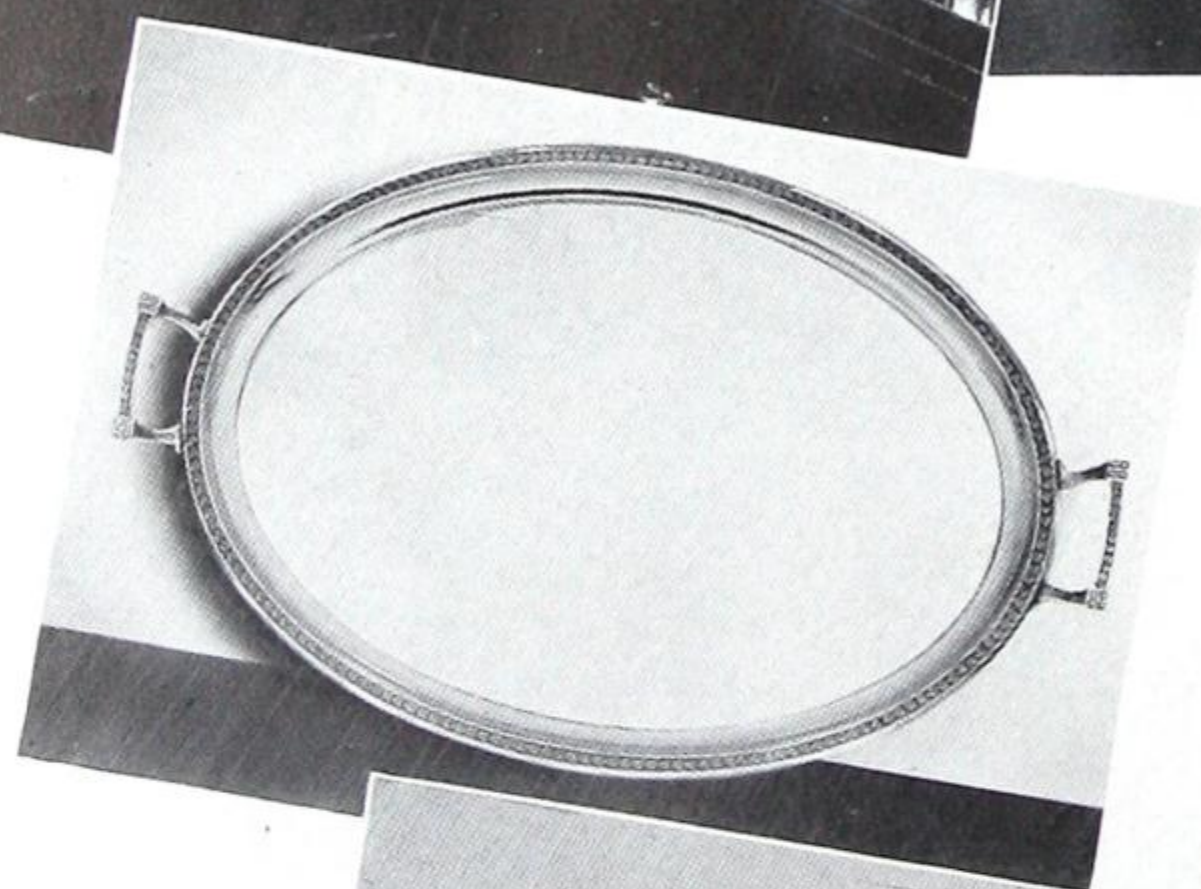
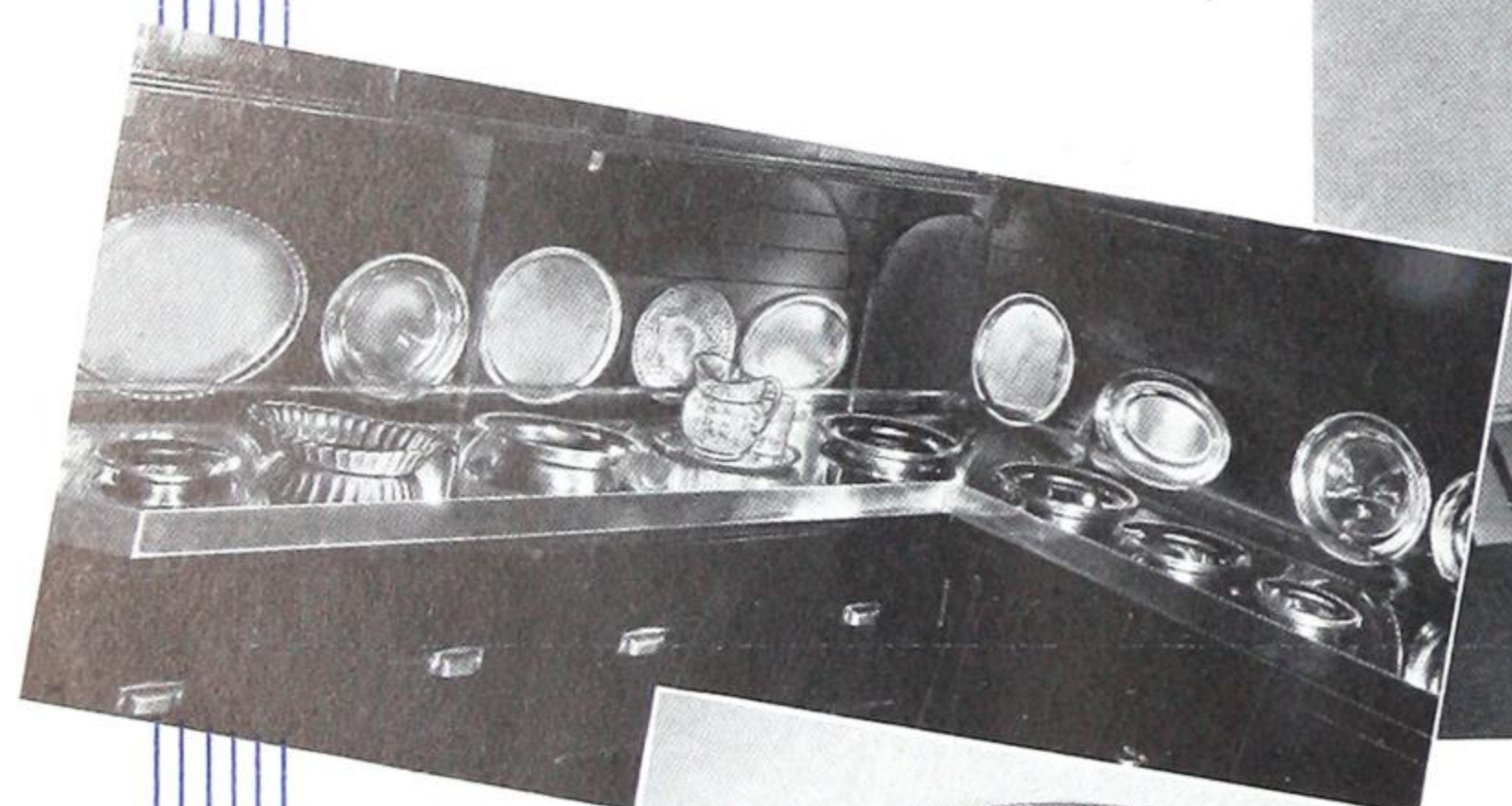


STAINLESS STEEL

SILCROME

SILCROME

STAINLESS STEEL



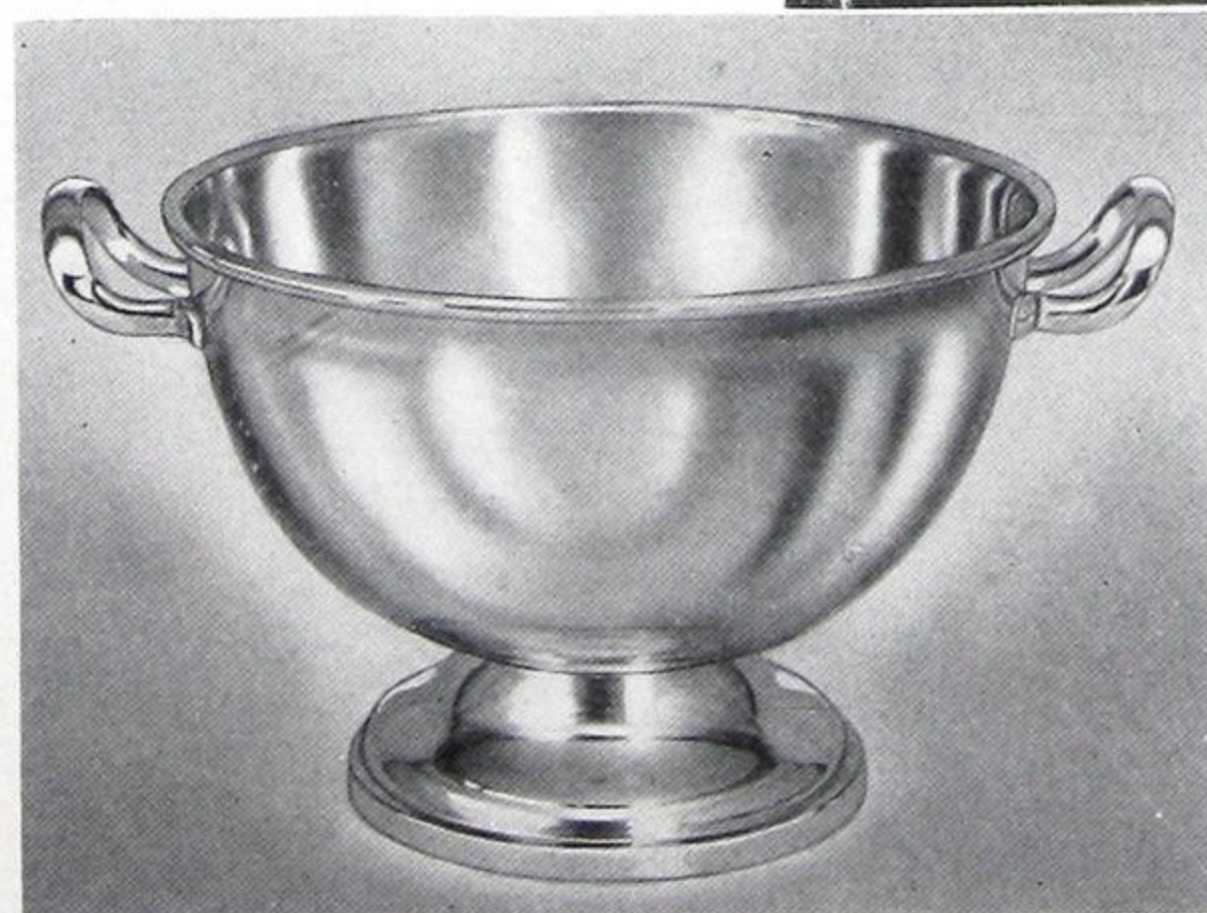
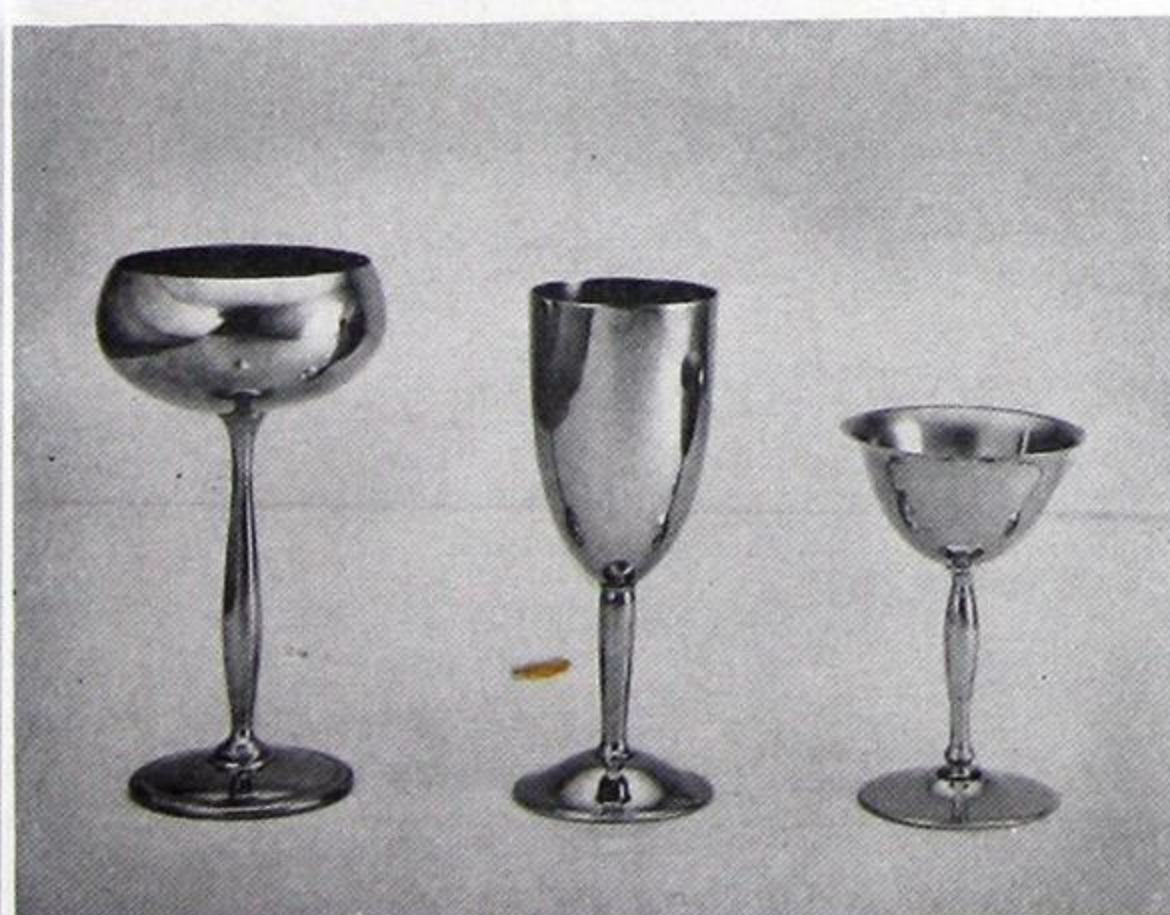
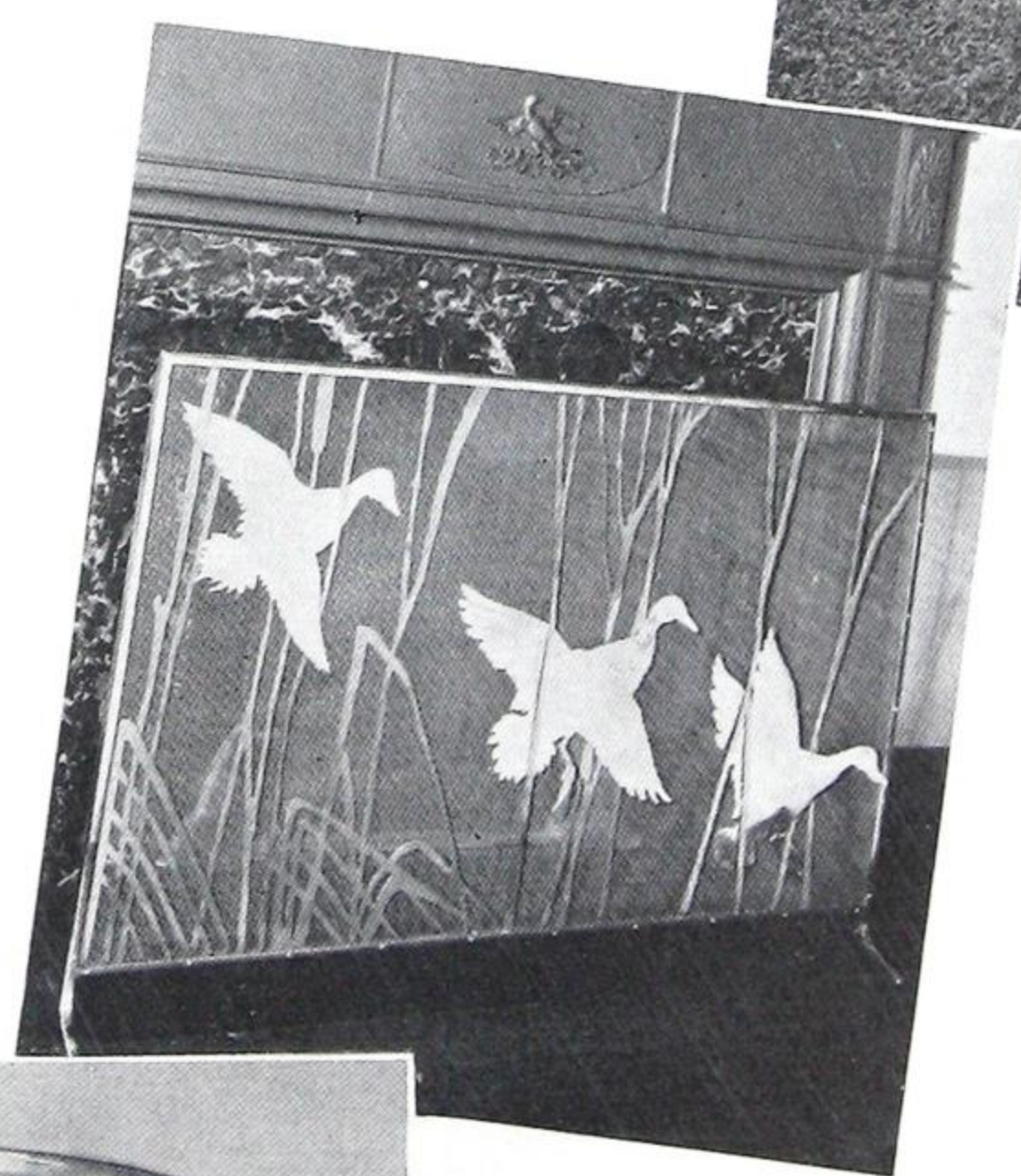
and appliances. A few of the many ways in which alert manufacturers have used Silcrome to sell this market are shown on these and succeeding pages. As one maker so well describes it, Silcrome "looks like silver — cleans like china."

● Food containers of all kinds from frying pans to cocktail shakers and punch

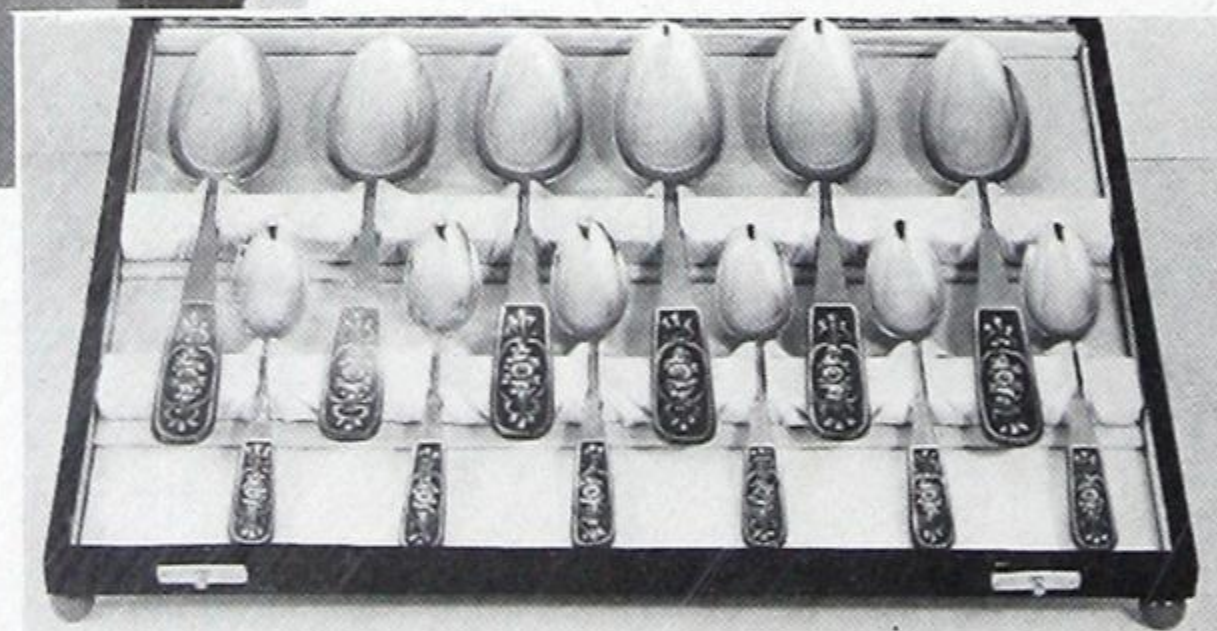


bowls are in demand when made of Silcrome. In the living room its use means better lamps, fireplace hardware and fire screens, ash trays, radiator covers, furniture trim, interior builders' hardware and art objects of all kinds.

● In the dining room and kitchen Silcrome is especially welcomed by the modern housewife and hostess. The fact that Silcrome does "clean like china" makes it a virtual necessity when doing one's own housework. Indoors or out, Silcrome tableware and serving dishes excite the envy and



SILCROME
STAINLESS STEEL



admiration of all who see them. Folks want articles made of Silcrome, which makes it easier to interest the dealers who sell them.

● Particularly in the kitchen does Silcrome meet many real needs. The qualities that render it superior for cooking utensils, also give Silcrome many advantages when used in the construction of modern appliances. From the bolts, nuts and screws of electric ranges and refrigerators to door handles, hinges and decorative trim, Silcrome adds useful life plus strong sales appeal. It is equally valuable in the smaller domestic and housekeeping appliances such as waffle irons and toasters.

● Bathrooms, too, when designed in the modern manner, make liberal use of gleaming, stainless Silcrome. Wherever there exists a metal part, the use of Silcrome should be considered. It has

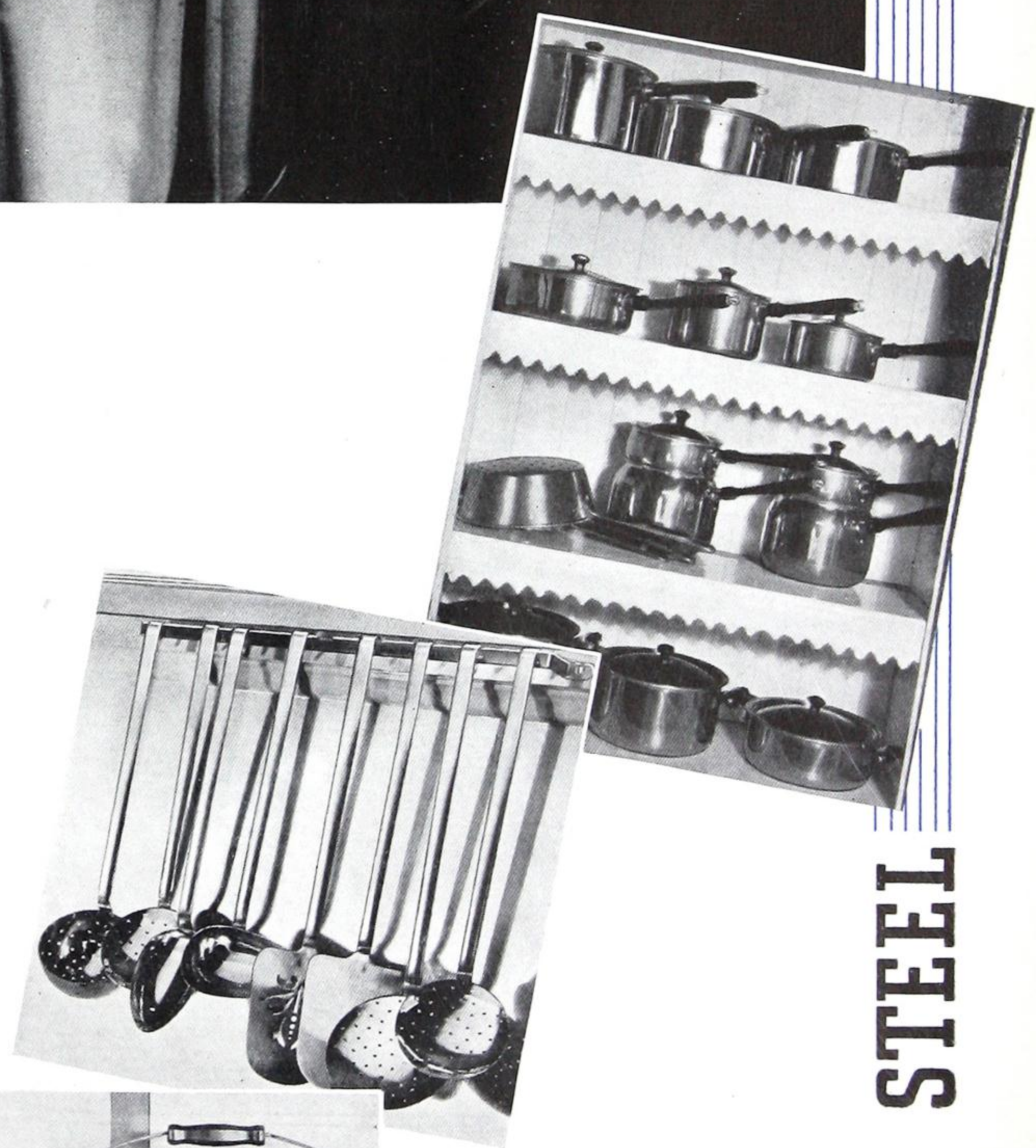
SILCROME

STAINLESS STEEL



many applications in plumbing fixtures because it offers all the advantages of copper and bronze and is stainless as well.

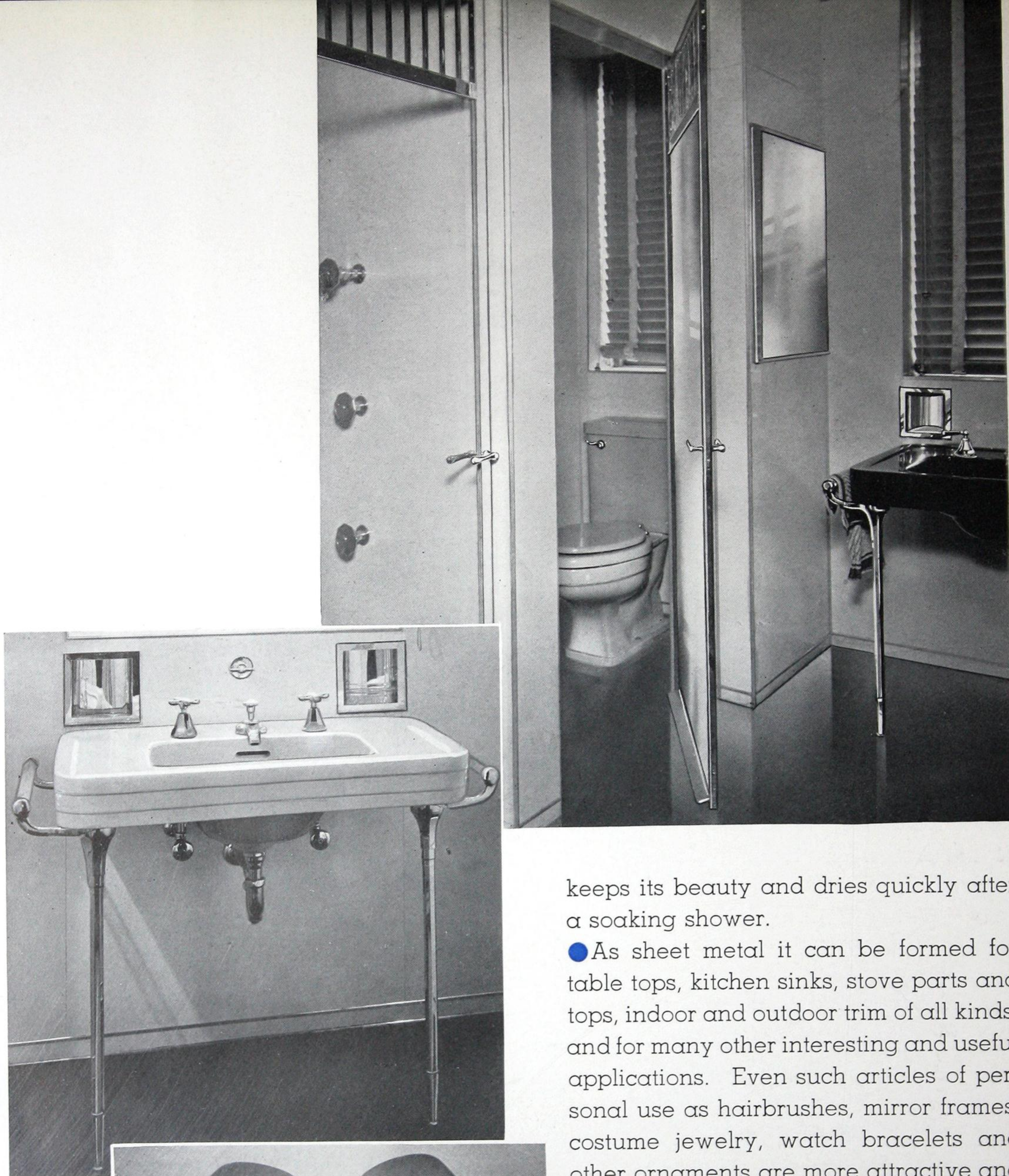
● The ability of Silcrome to resist the tarnishing effects of weather also makes it eminently useful for exterior accessories and appliances of the home. Builders' hardware—window screens, door knobs, number plates and outdoor lighting fixtures stay neat and bright when made of Silcrome. Lawn sprinklers, bird baths, faucets and outdoor tools look better and last longer when made of this versatile metal. Silcrome terrace furniture has achieved unusual popularity because it



SILCROME STAINLESS STEEL

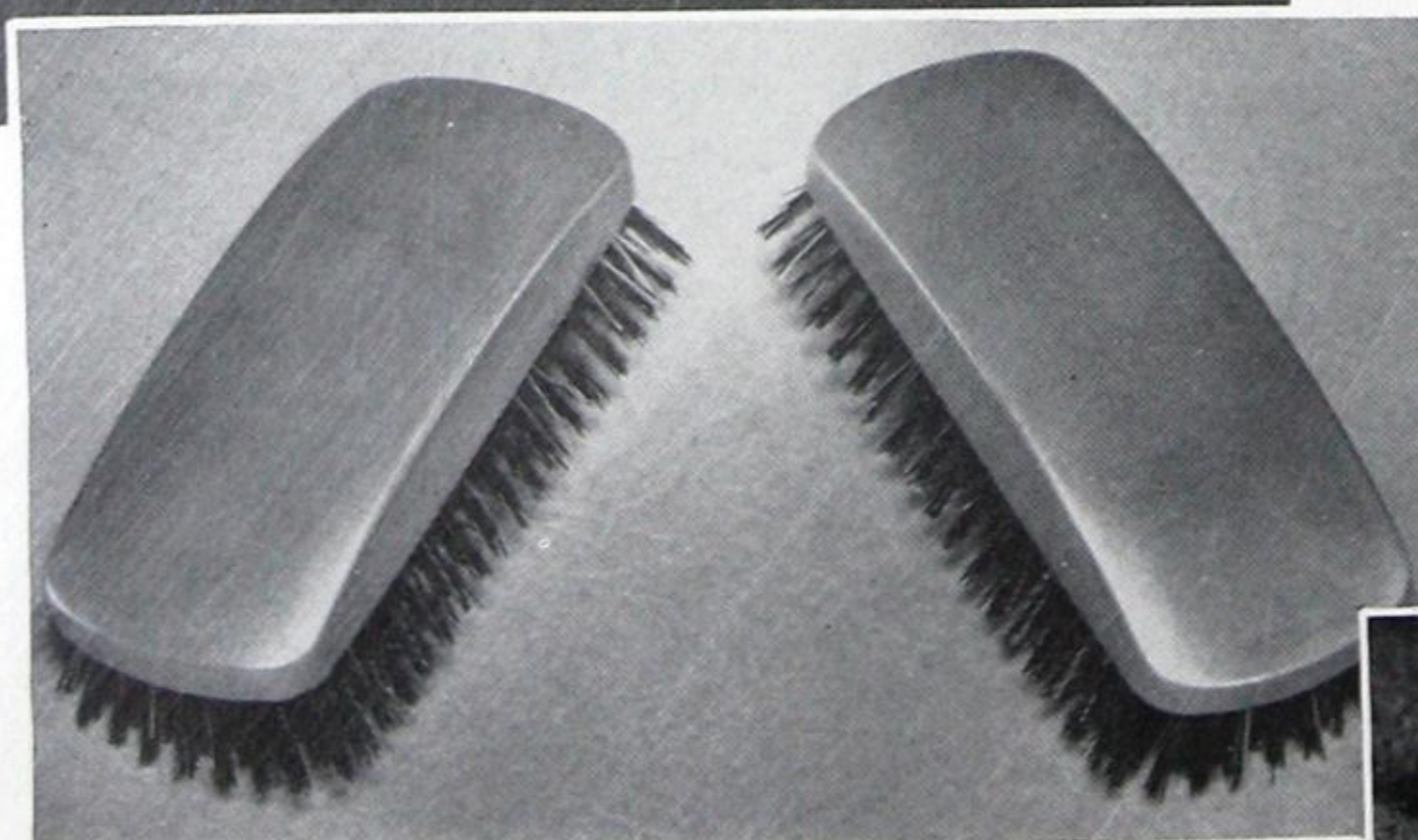
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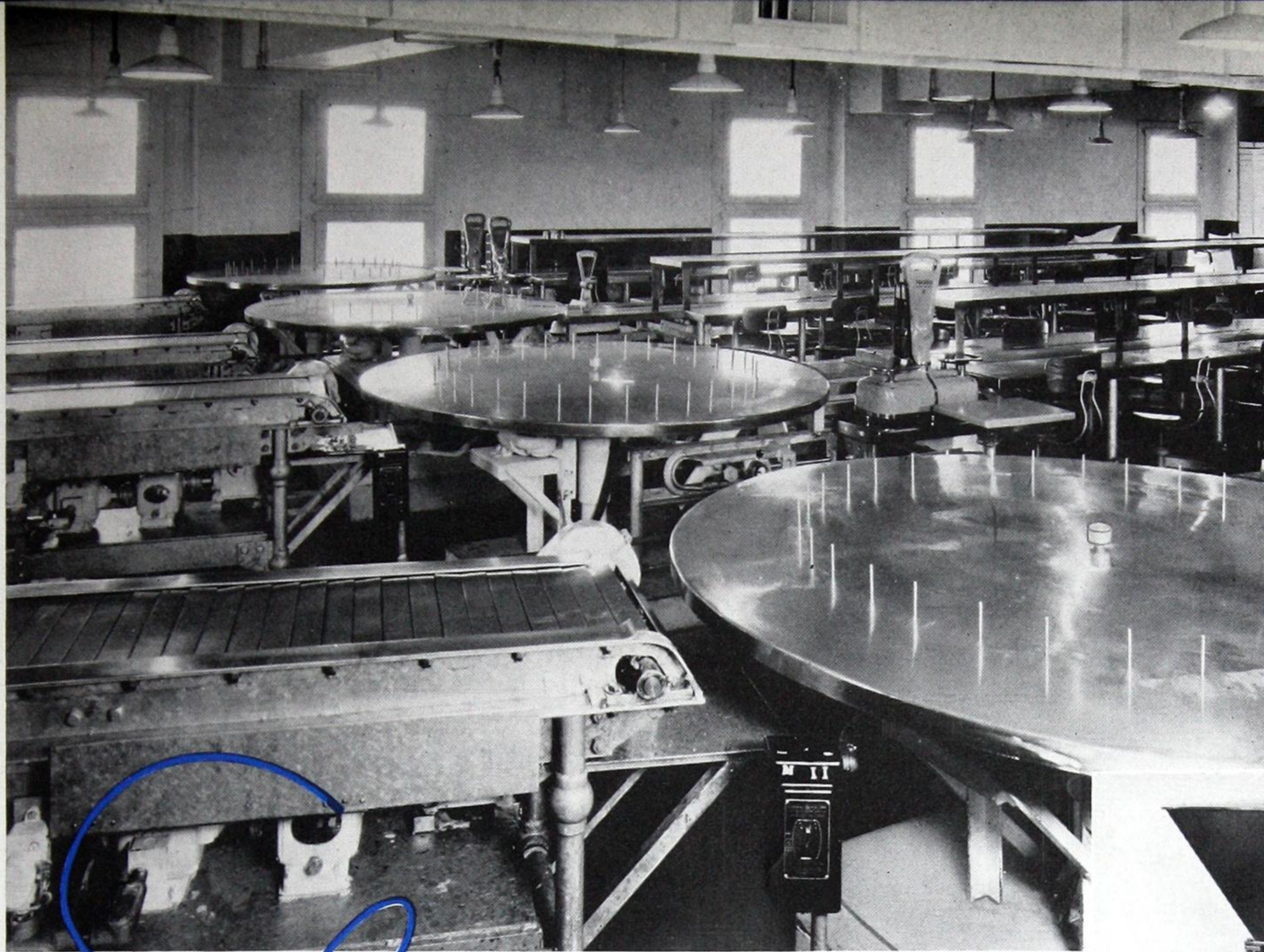
STAINLESS STEEL



keeps its beauty and dries quickly after a soaking shower.

● As sheet metal it can be formed for table tops, kitchen sinks, stove parts and tops, indoor and outdoor trim of all kinds, and for many other interesting and useful applications. Even such articles of personal use as hairbrushes, mirror frames, costume jewelry, watch bracelets and other ornaments are more attractive and find new markets when made of Silcrome.

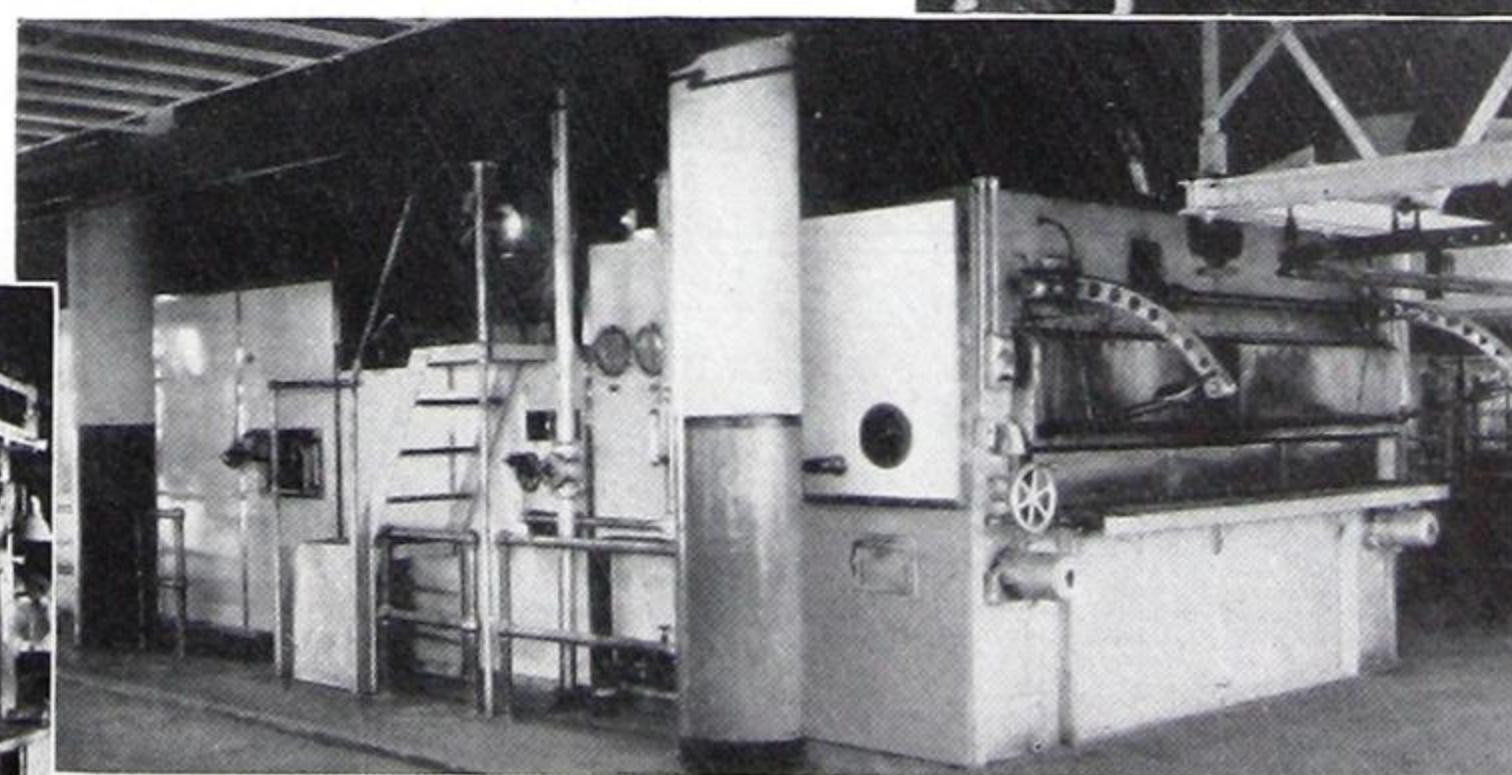
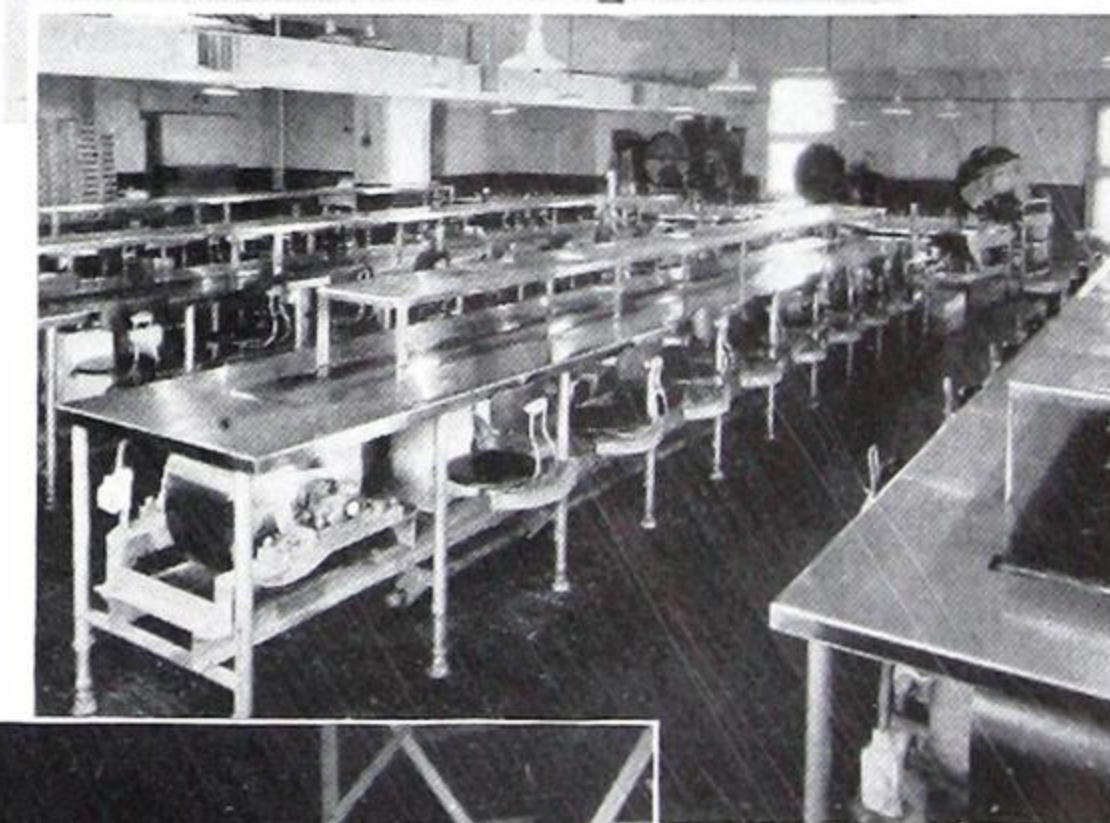




Silcrome

IN FOOD MANUFACTURING

Instant success met the earliest use of Silcrome in the great and important Food Processing Industry—for the preparation, handling and serving of food has ever prompted a constantly increasing demand for equipment easy to clean and keep clean. Metal used in food preparation and manufacture is continually subjected to innumerable corrosive conditions—boiling, baking, the effects of food and fruit acids—but Silcrome meets these conditions ideally.

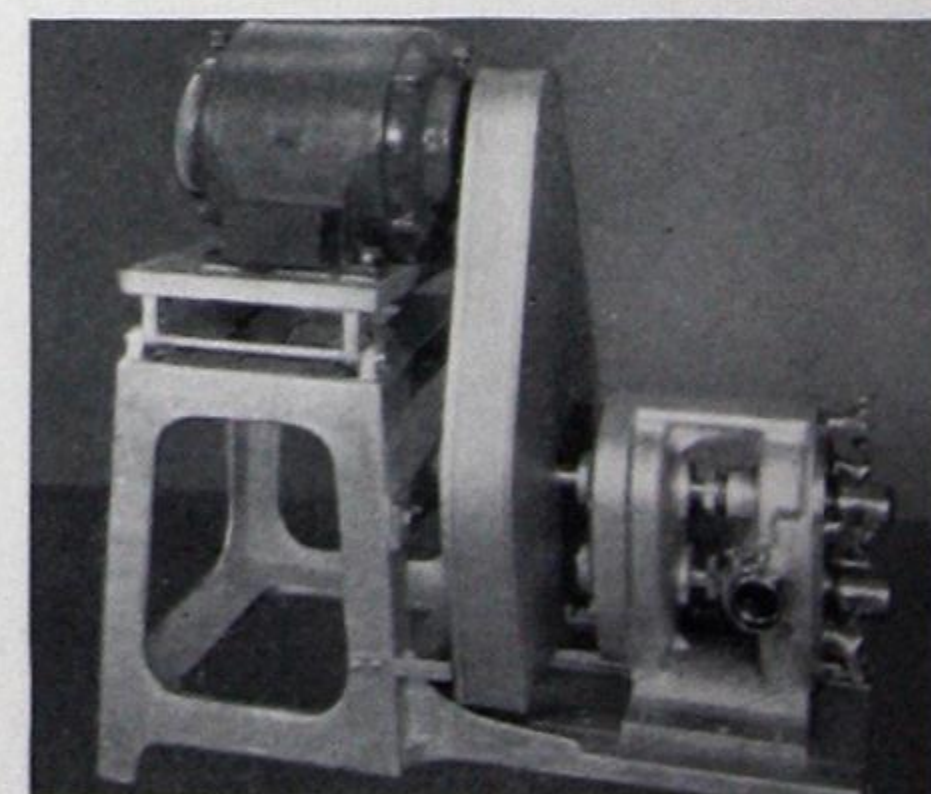
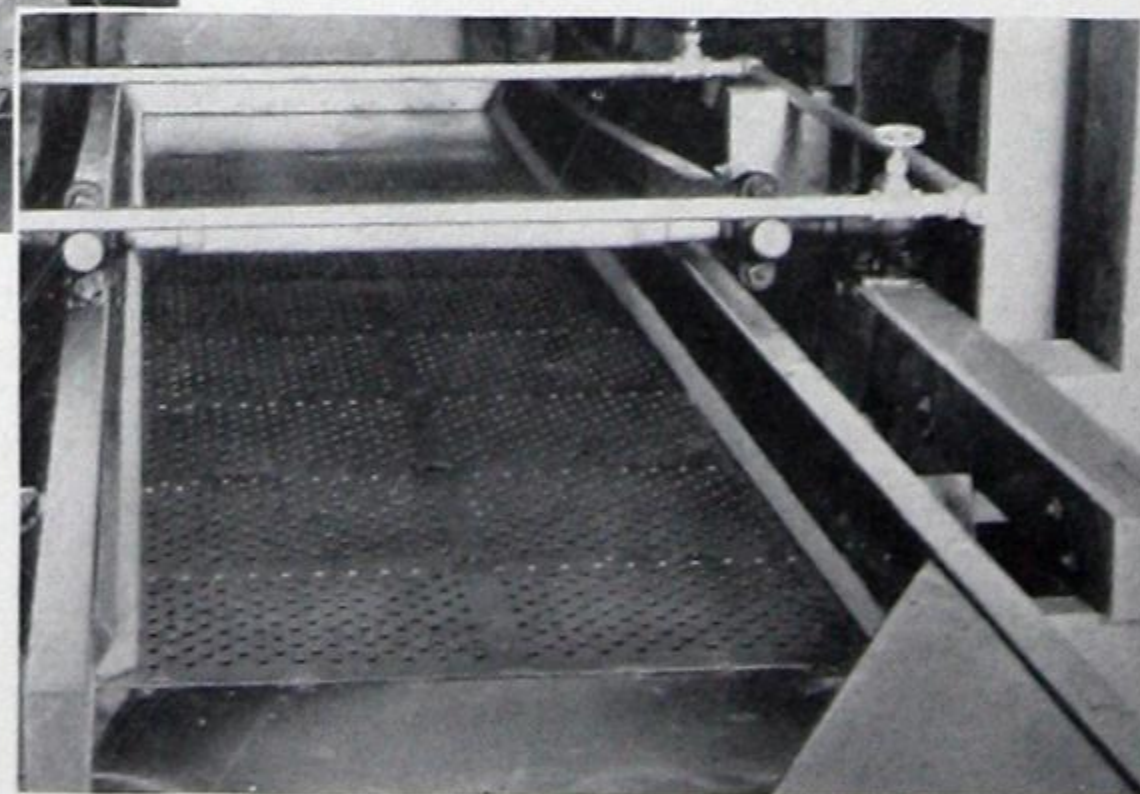
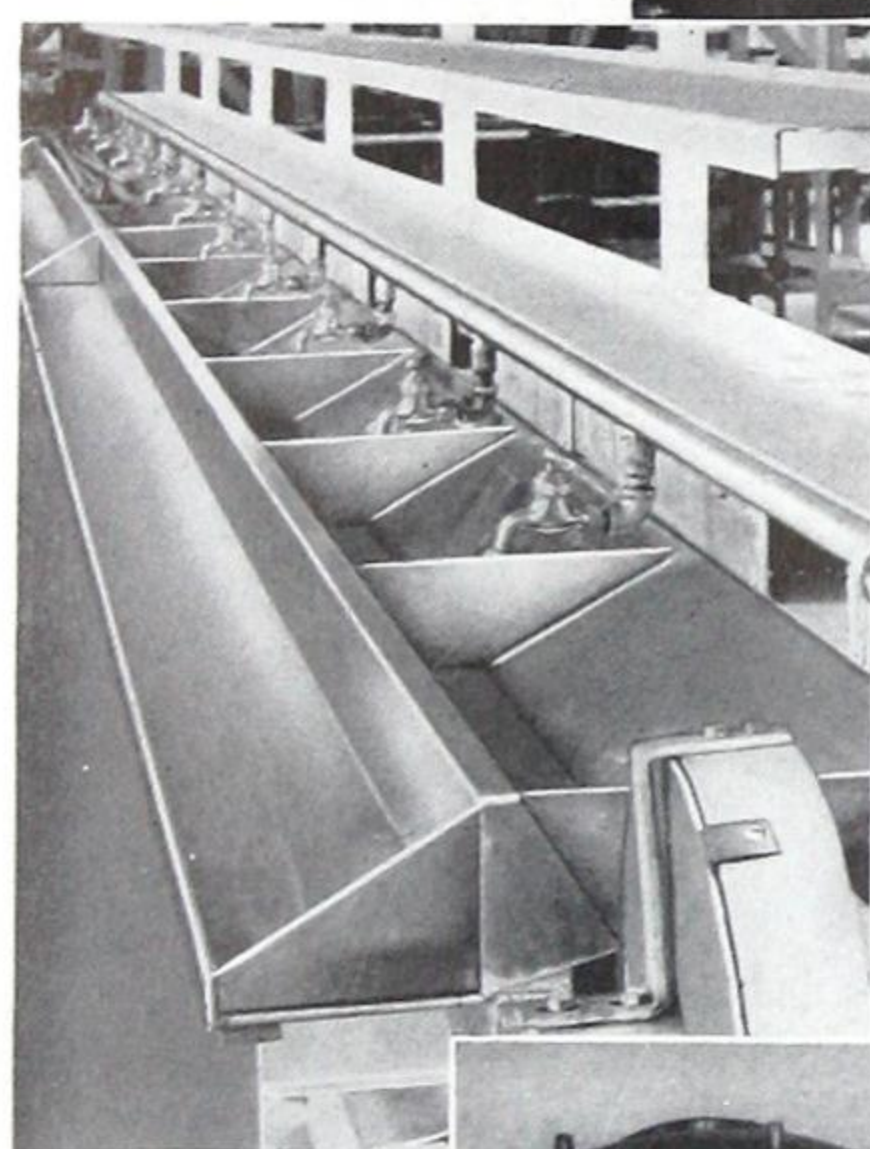
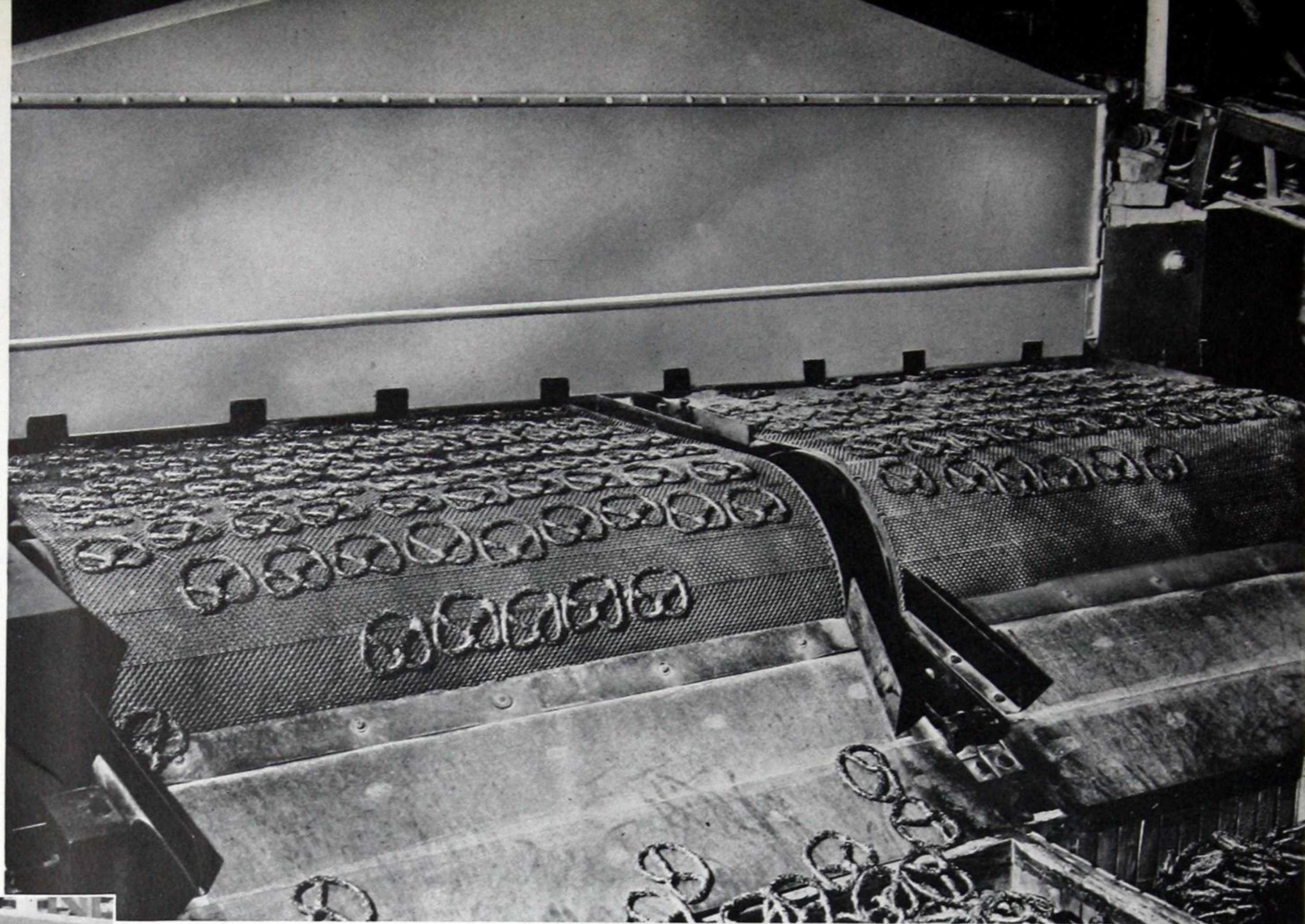


SILCROME

STAINLESS STEEL

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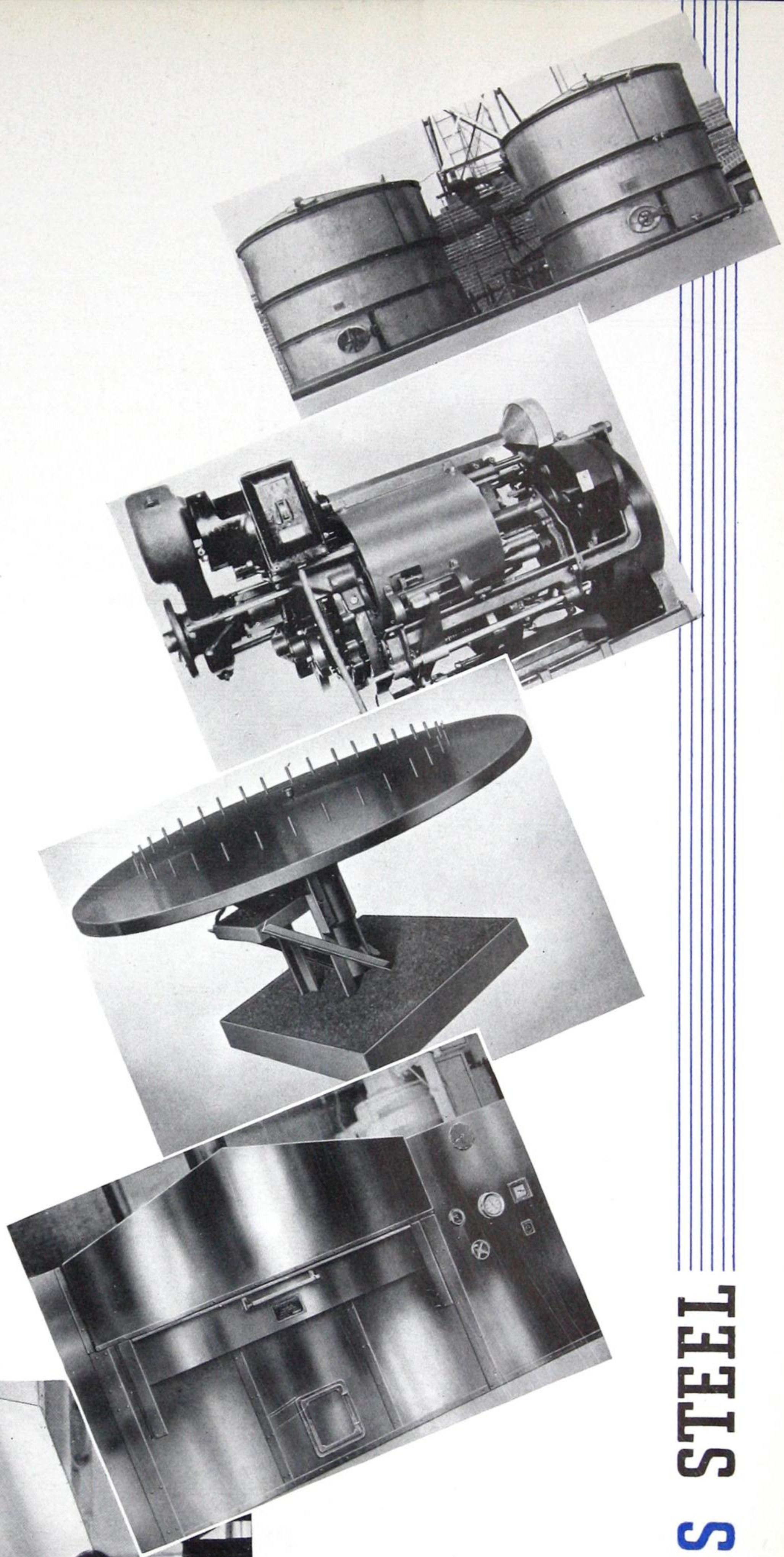
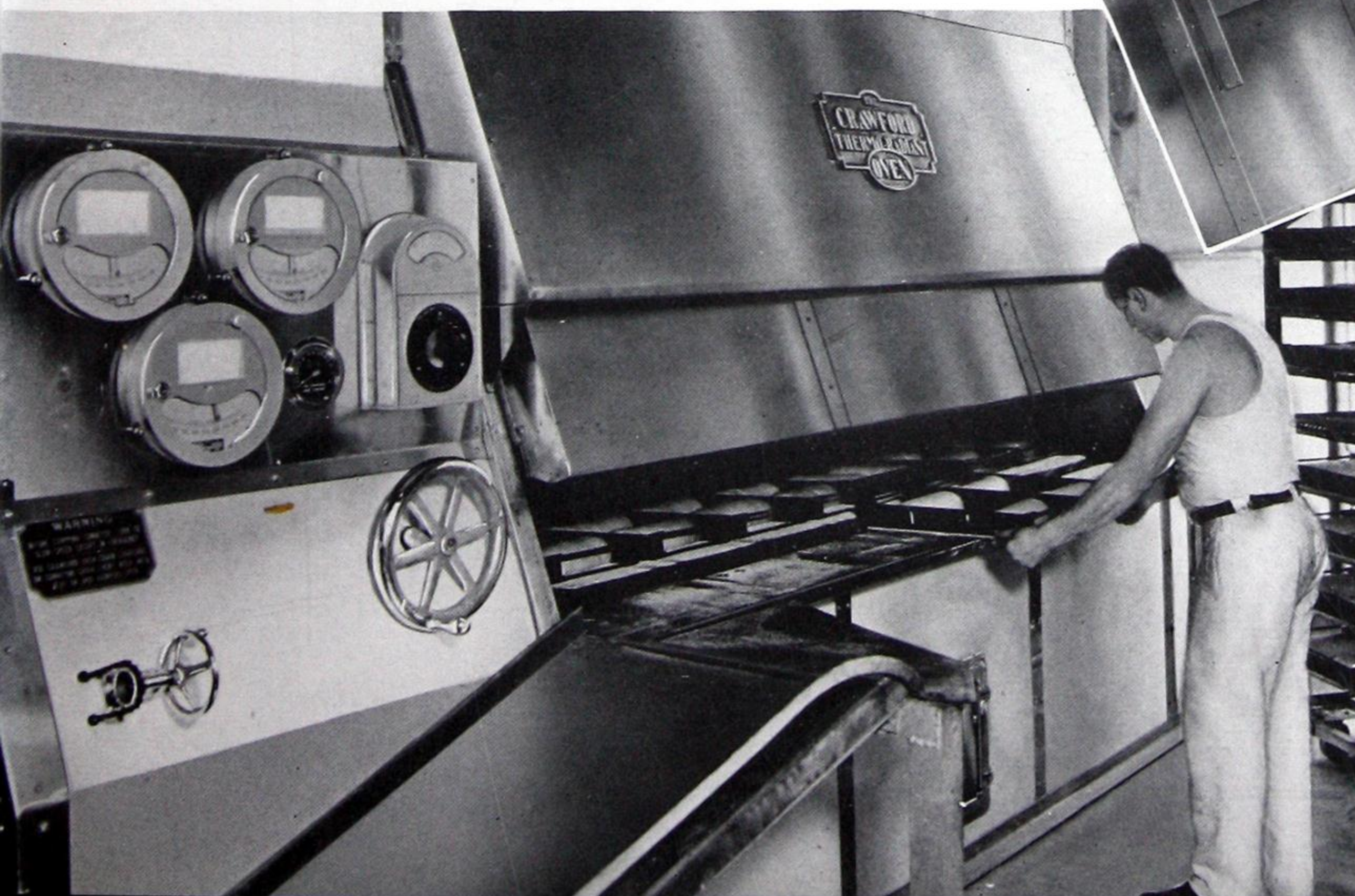


Equipment made of Silcrome lasts longer, spoilage losses are practically eliminated and maintenance requires minimum care. Delicate food flavors are not affected or lost when Silcrome processing equipment is used. Manufacturers of food preparation equipment are increasing the use of this superior metal, and it is employed in practically every branch of this great industry.

● In bakeries, the ovens, mixers and weighing machines are made of Silcrome. Dairies use this sanitary metal for coolers, filters, pasteurizers and tank trucks. Modern canneries

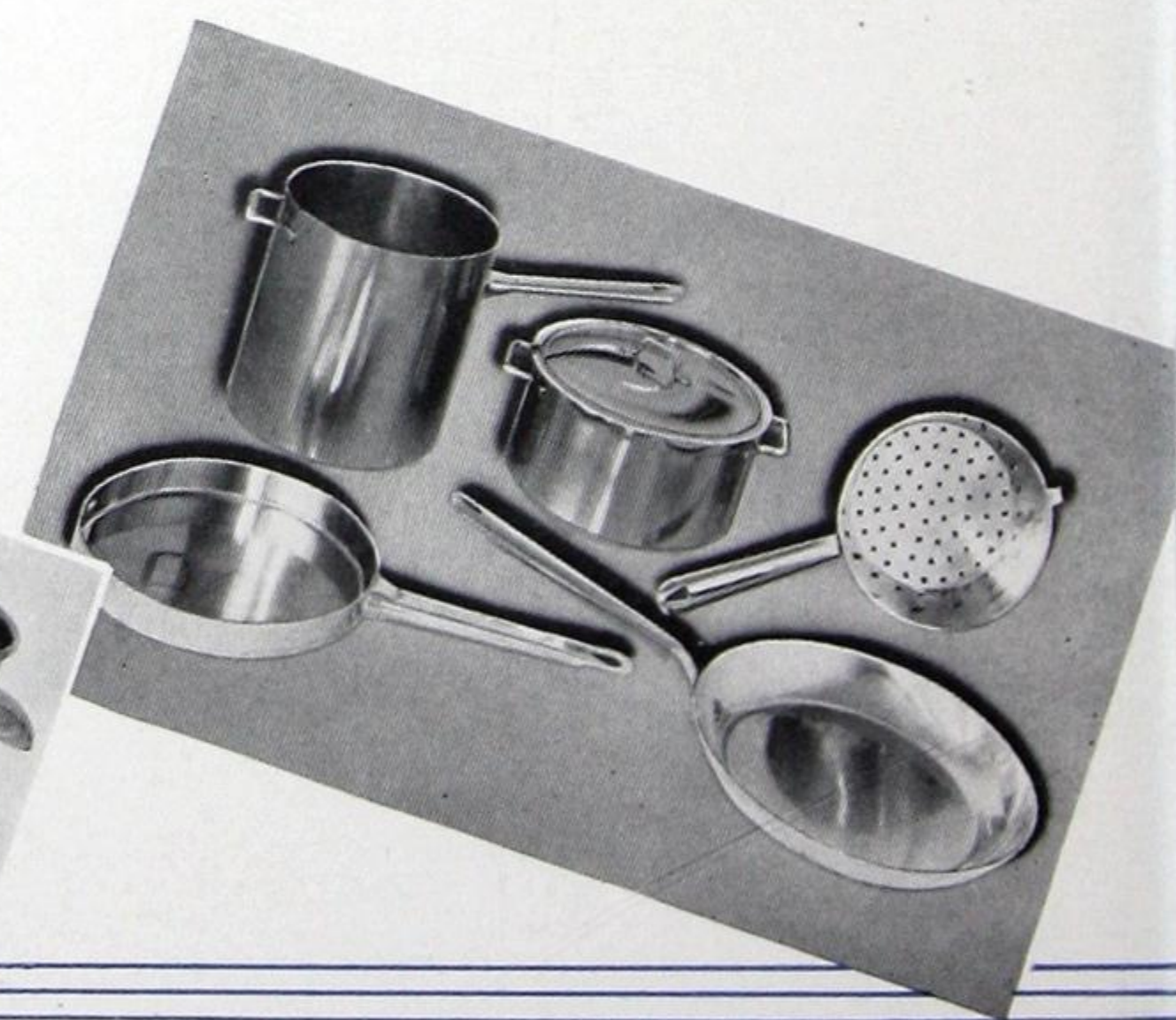
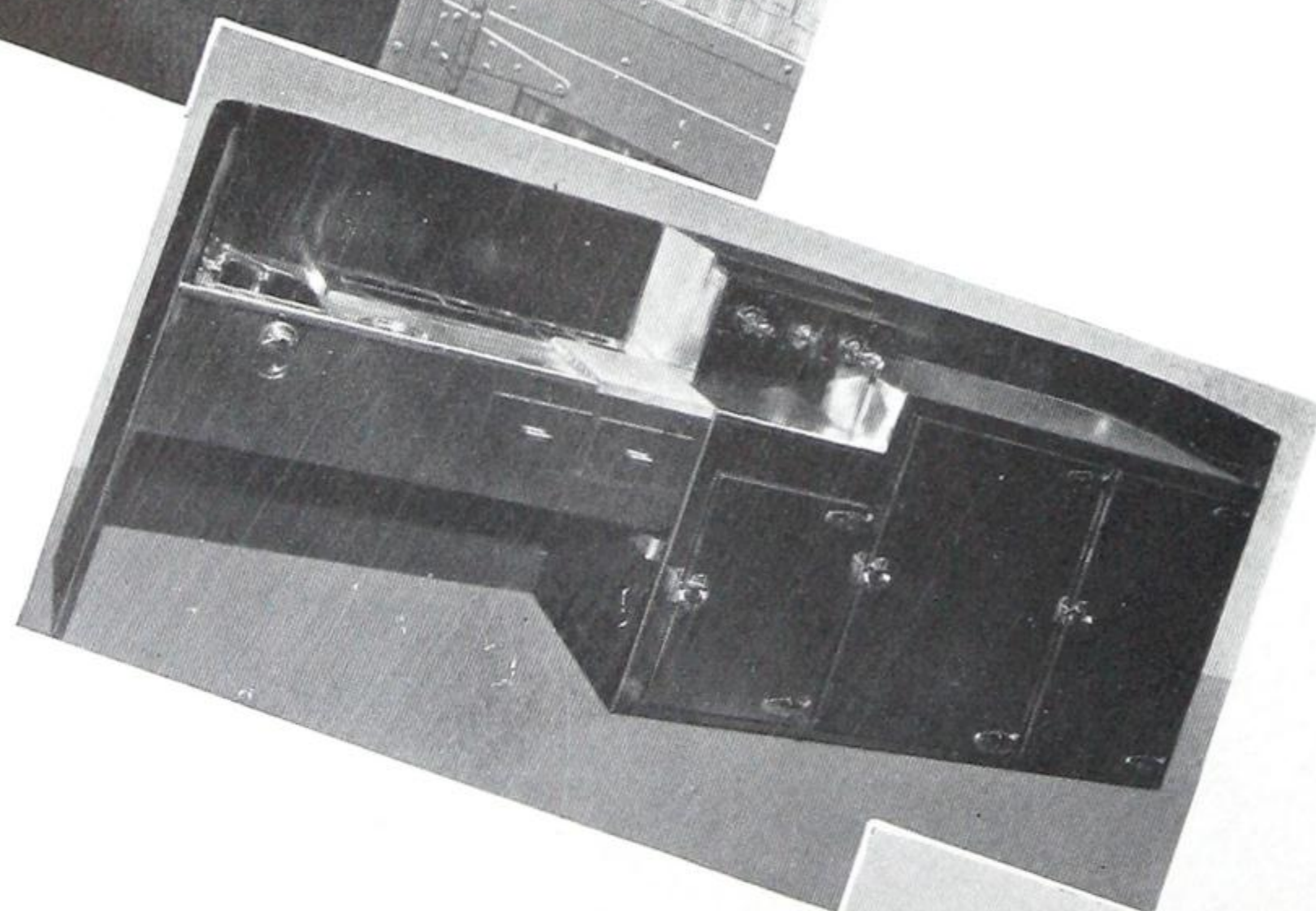
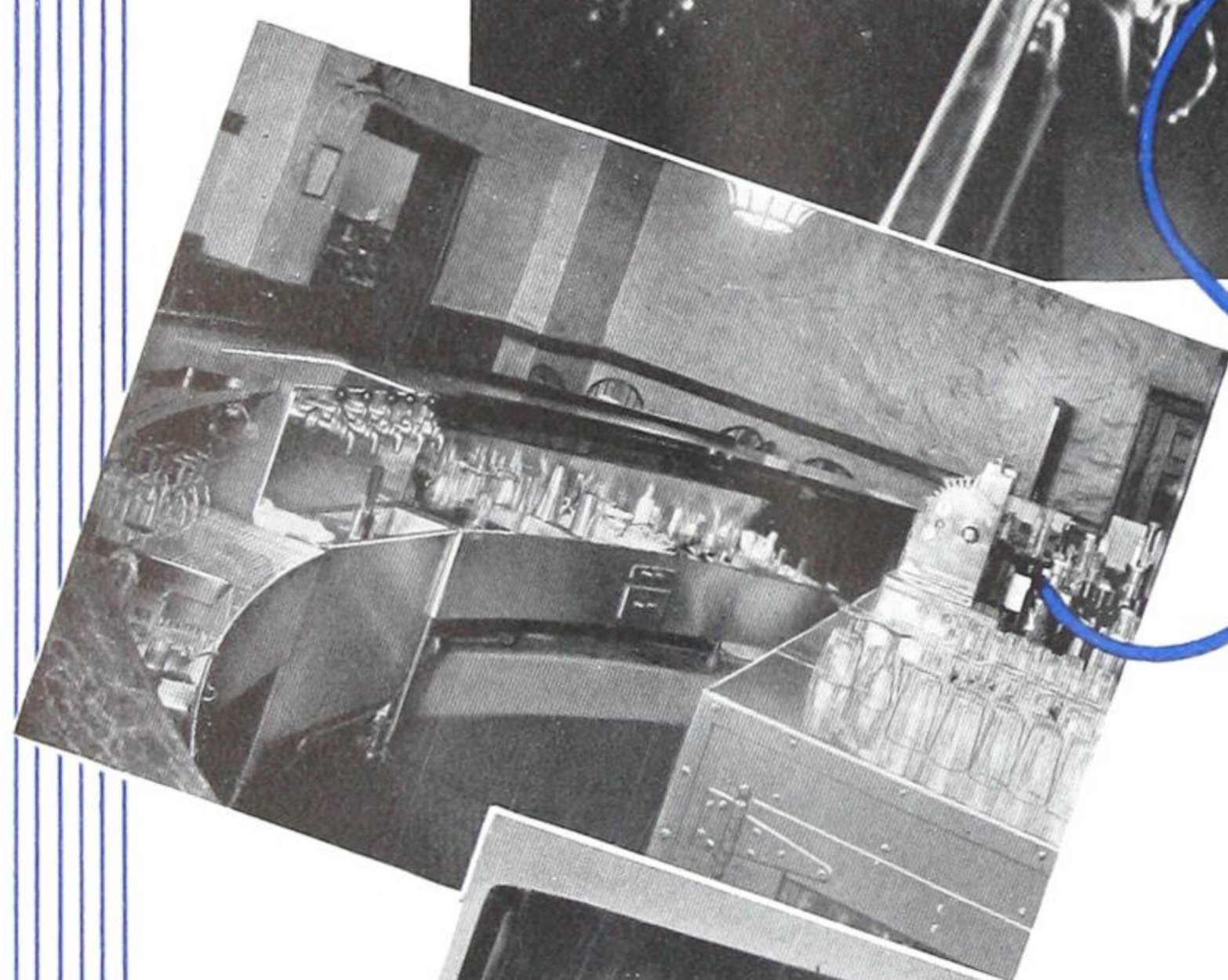
specify Silcrome for all equipment which comes in contact with food—vats, vacuum tanks, filters, cooker coils and mixers—and package conveyors, chutes and bins are likewise corrosion-proofed through its use. Bottling plants find Silcrome unaffected by fruit acids and therefore use it for vats, storage tanks and bottling machines. Modern refrigerating systems use Silcrome extensively because of its cleanliness and its resistance to brine and other refrigerating media.

● Silcrome may be confidently specified and used throughout the food processing industry because of its ideal qualities of long service and sanitation. The increasing demand for its use indicates a rapidly expanding market. Silcrome offers the sound economies of lower maintenance costs, less process spoilage and longer equipment usefulness.



SILCROME

STAINLESS STEEL



Silcrome IN

The performance of Silcrome has been outstanding in hotels, clubs and restaurants, railroad and marine service, and public institutions. Brilliantly clean beverage dispensers, bright serviceable kitchenware, steam table tops, refrigerators, hollow ware and many other uses, point the way to additional applications wherever food is prepared or served.

SILCROME

STAINLESS STEEL

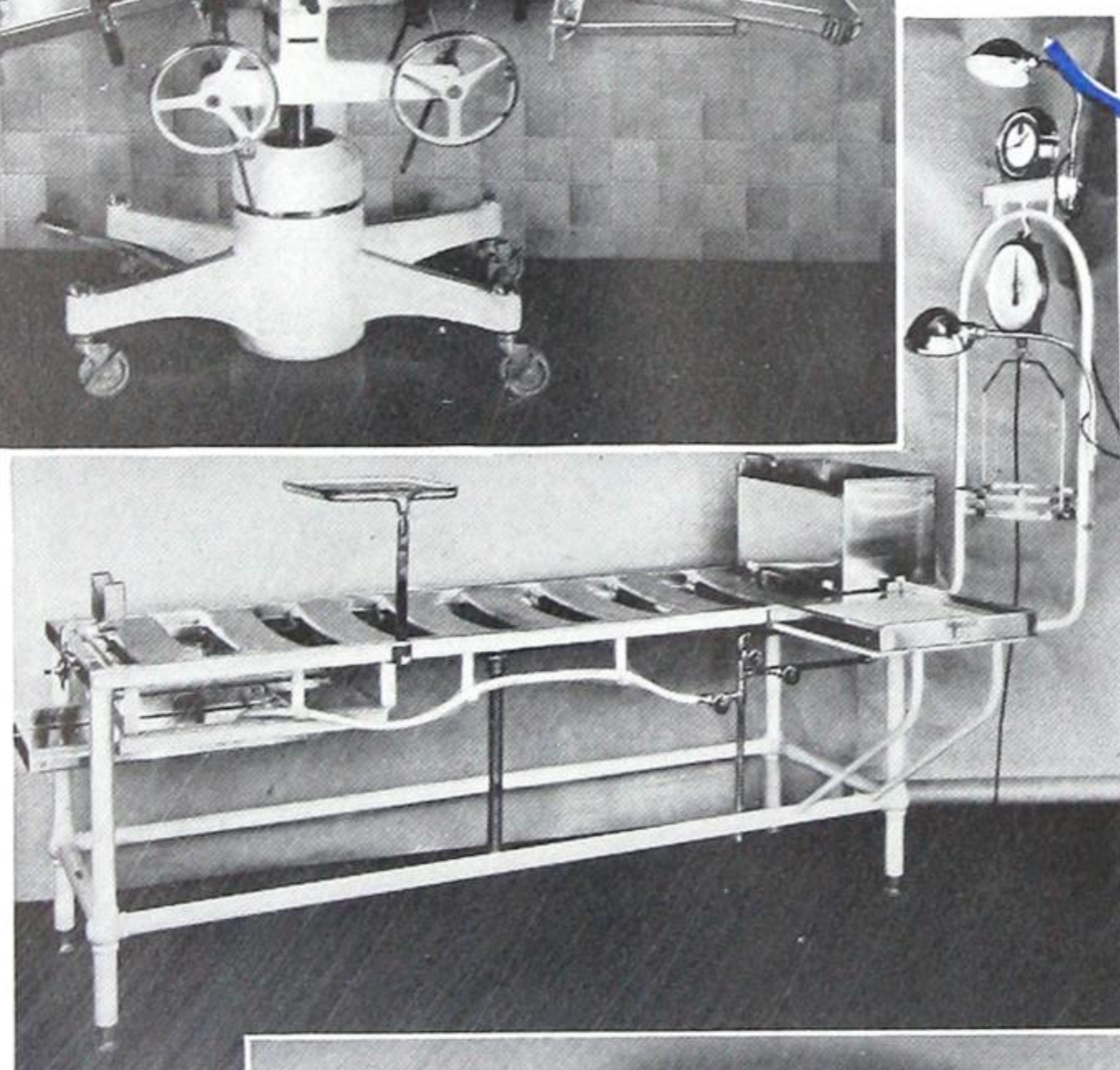
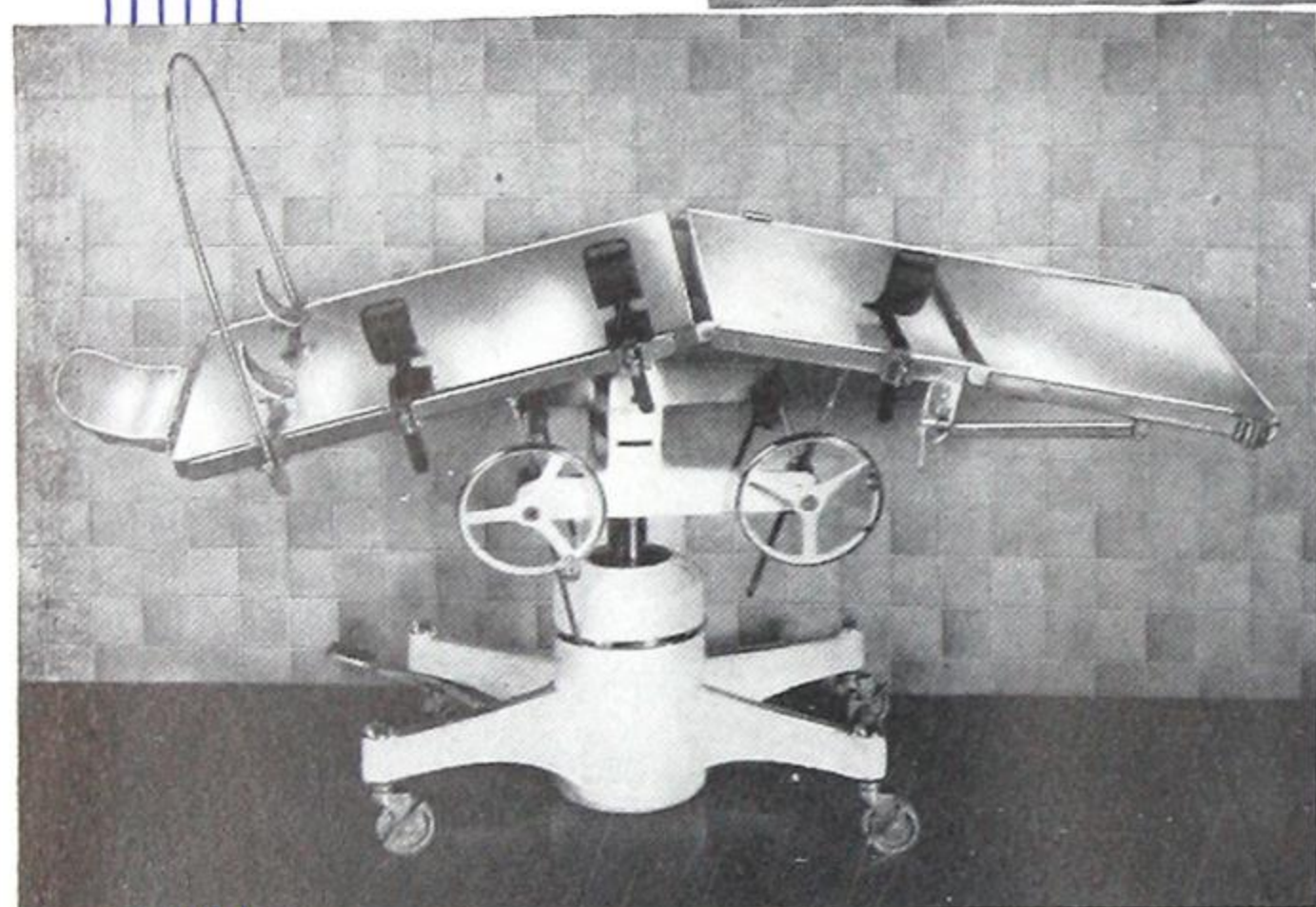
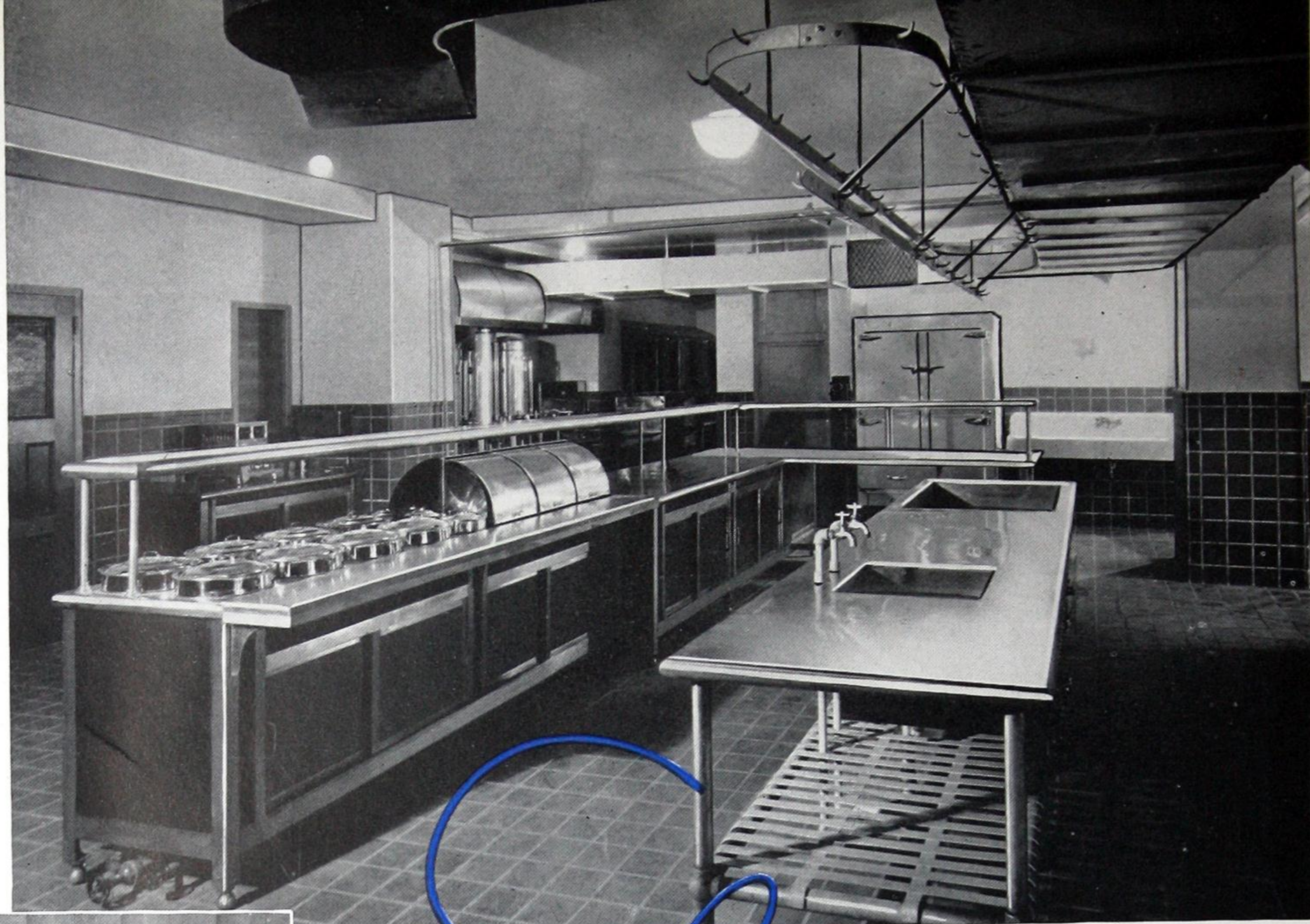


HOTELS AND RESTAURANTS

Furniture of Silcrome in grills, tap rooms and cocktail bars followed as a natural result of its strength, pleasing appearance and low upkeep cost. From kitchens to complete dinner services, Silcrome offers exceptional opportunities to fabricators who do business with the great and growing institutional market.



SILCROME
STAINLESS STEEL



Silcrome

IN HOSPITALS

The many grades of Silcrome available, each with special features that appeal to manufacturers of medical and surgical equipment, make it particularly adaptable for a wide variety of uses in modern hospitals and medical centers. Silcrome has great tensile strength, it can be hardened for cutting edges, and is resistant to many hospital solutions.

In the operating rooms and emergency wards Silcrome tables, sterilizers and instruments meet the many exacting requirements of the surgical profession, while nurses and patients alike appreciate the ease with which utensils are kept spotless and sanitary.

SILCROME

STAINLESS STEEL

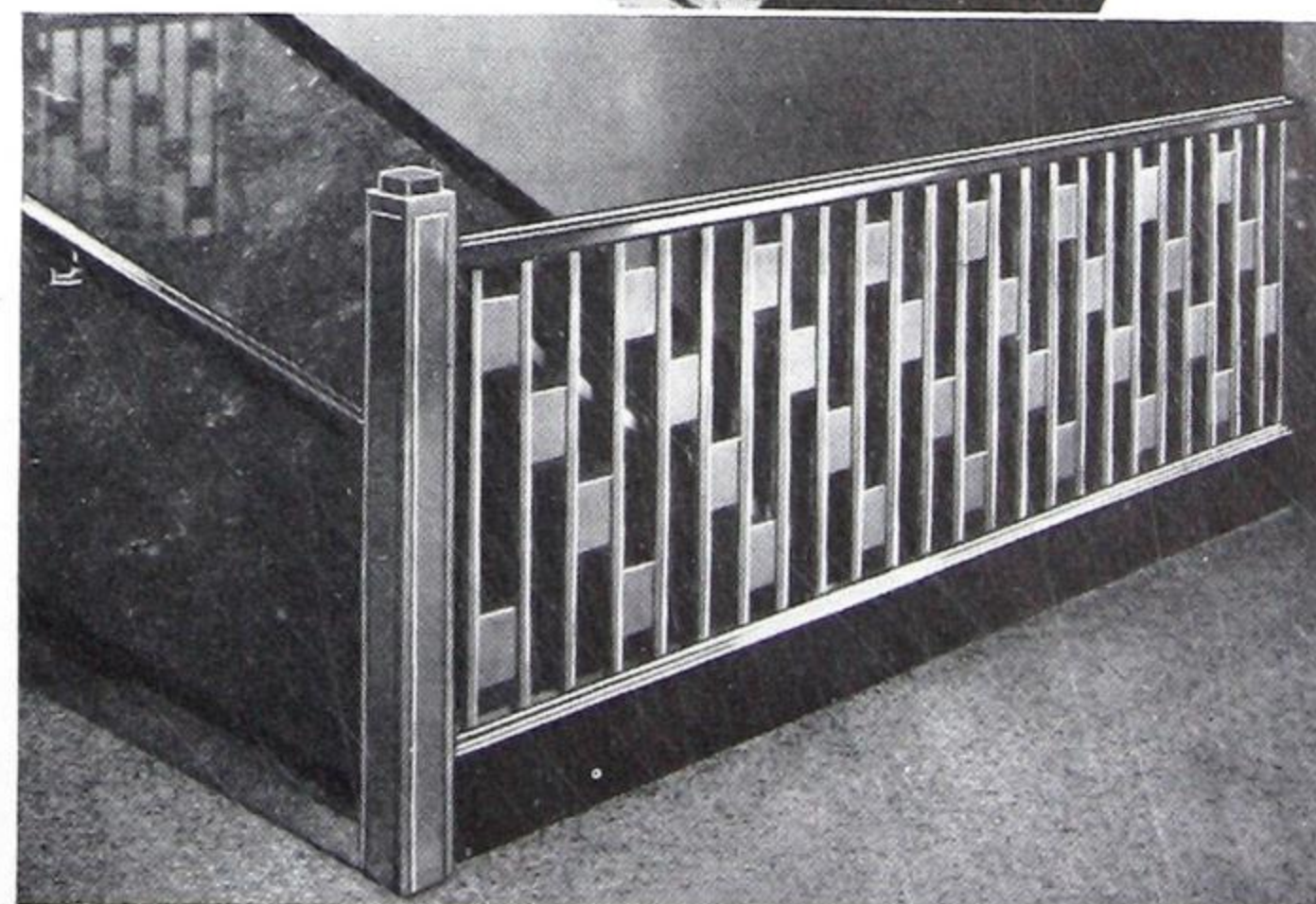
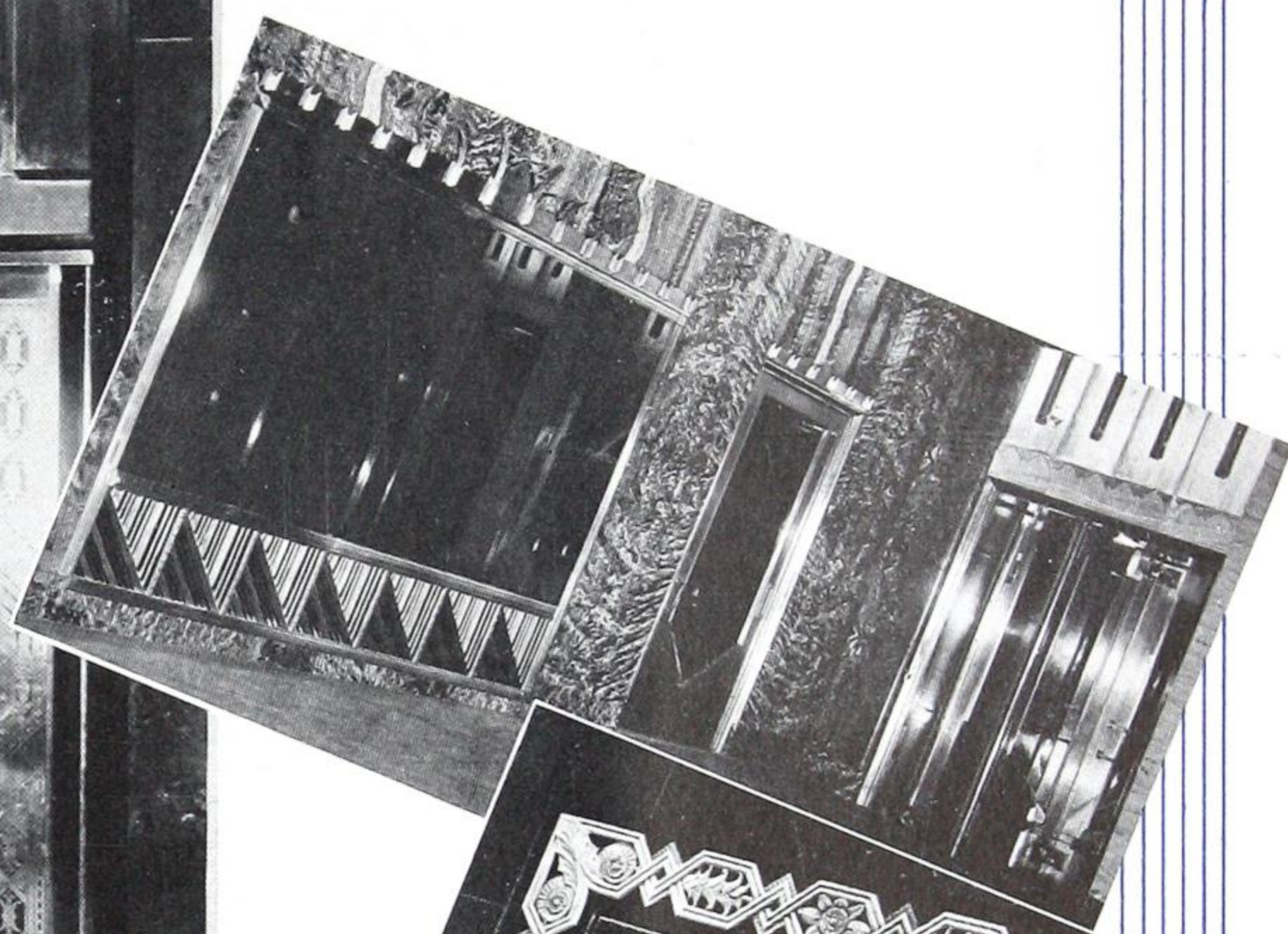


Silcrome

IN CONSTRUCTION

In actual use, Silcrome has proved its long-lasting resistance to corrosion as a practical and decorative metal in building construction. After years of exposure to weather, smoke and dust, Silcrome retains its beauty and permanent quality.

Though hundreds of practical applications have already been made, the use of Silcrome in construction is in its infancy. Light in weight, of great tensile strength and with permanent beauty

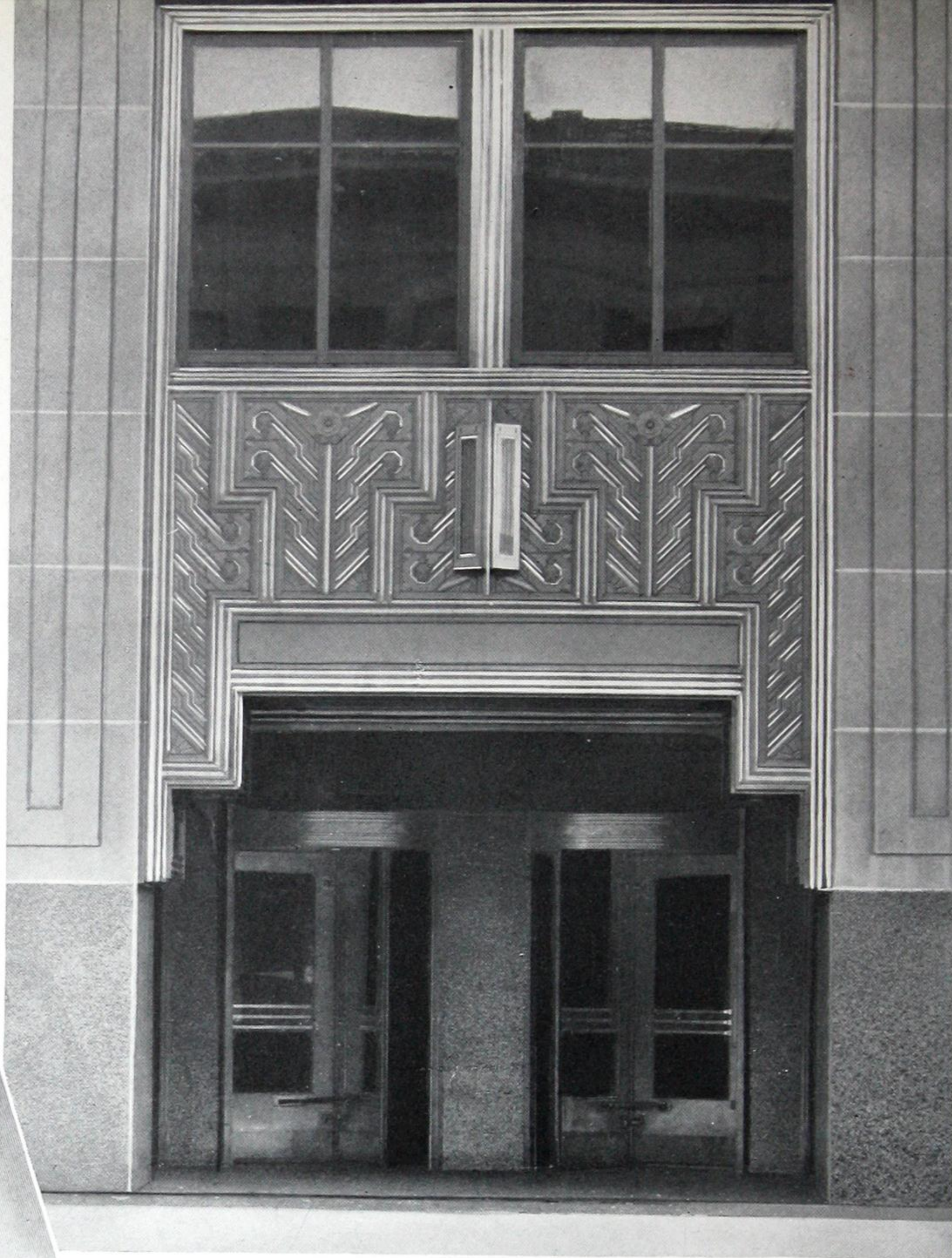
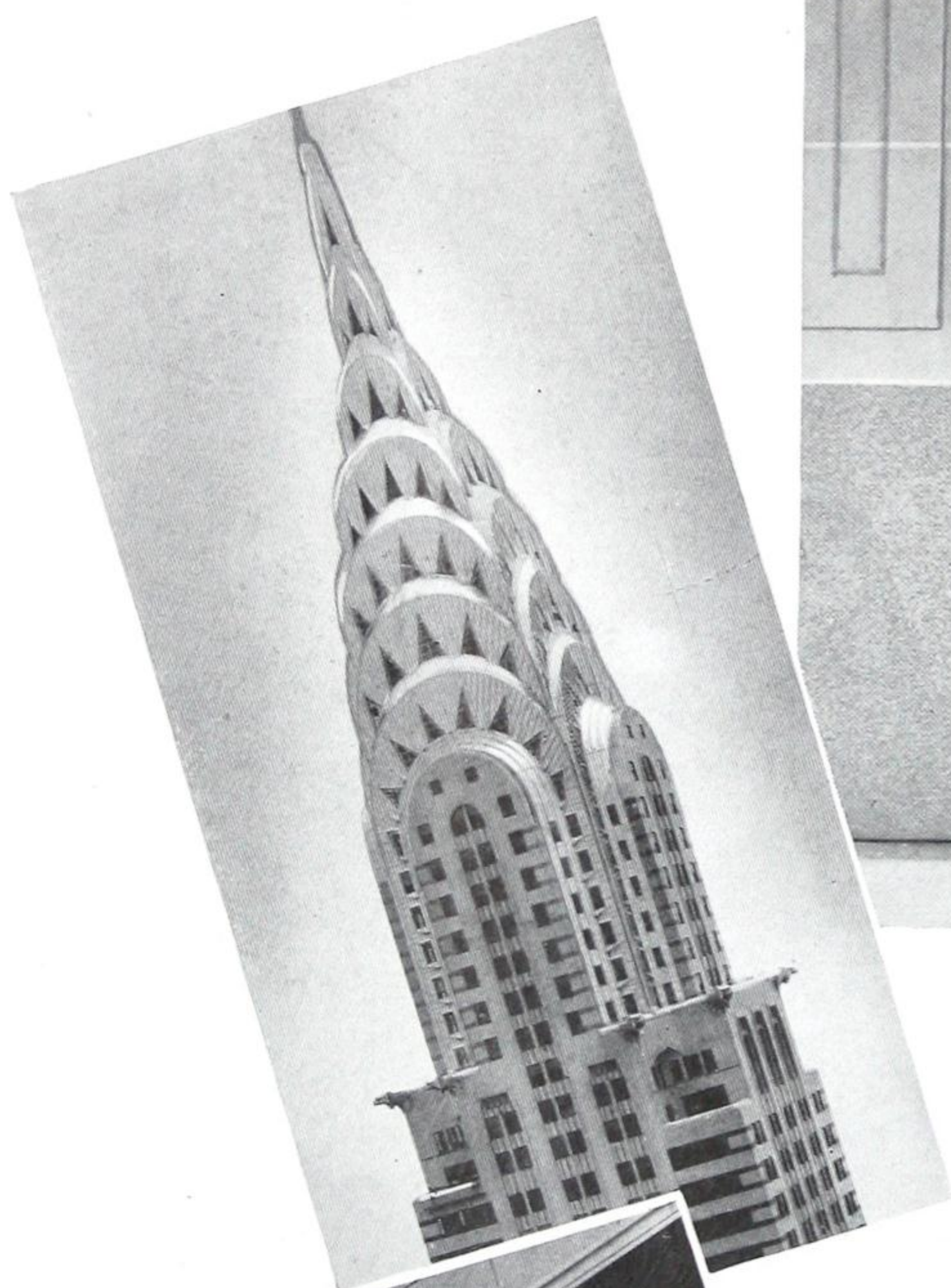


STAINLESS STEEL

SILCROME

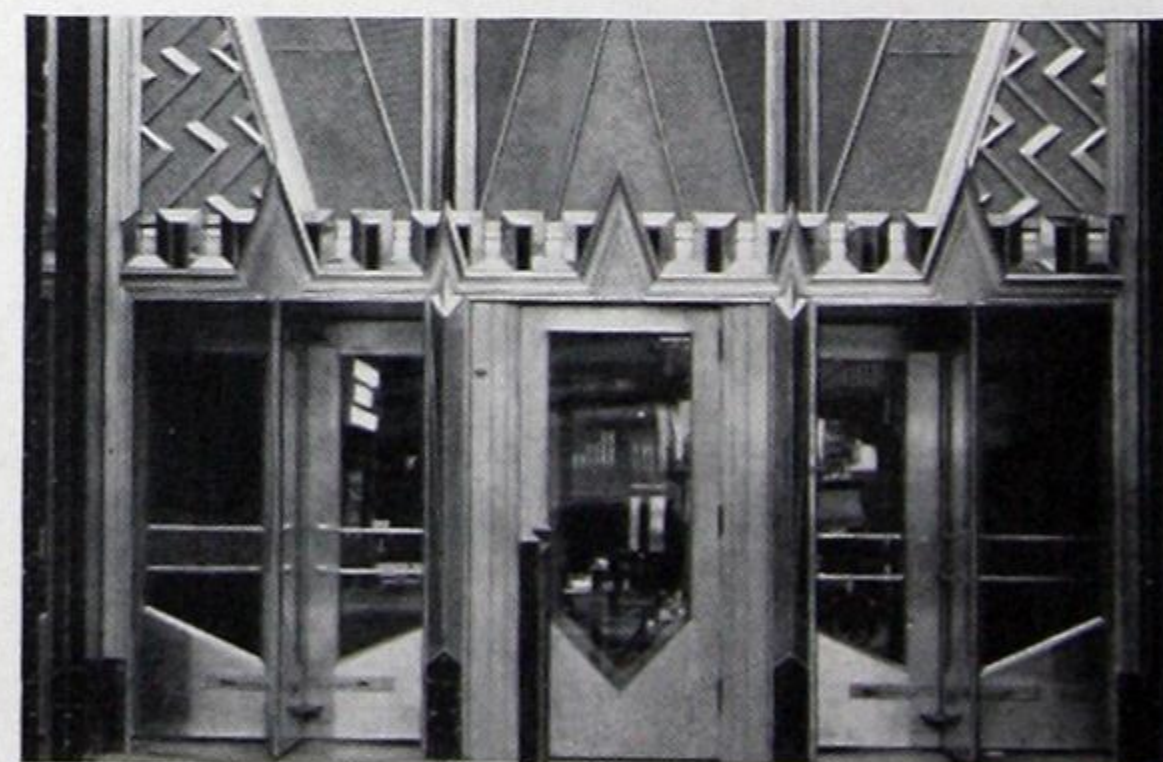
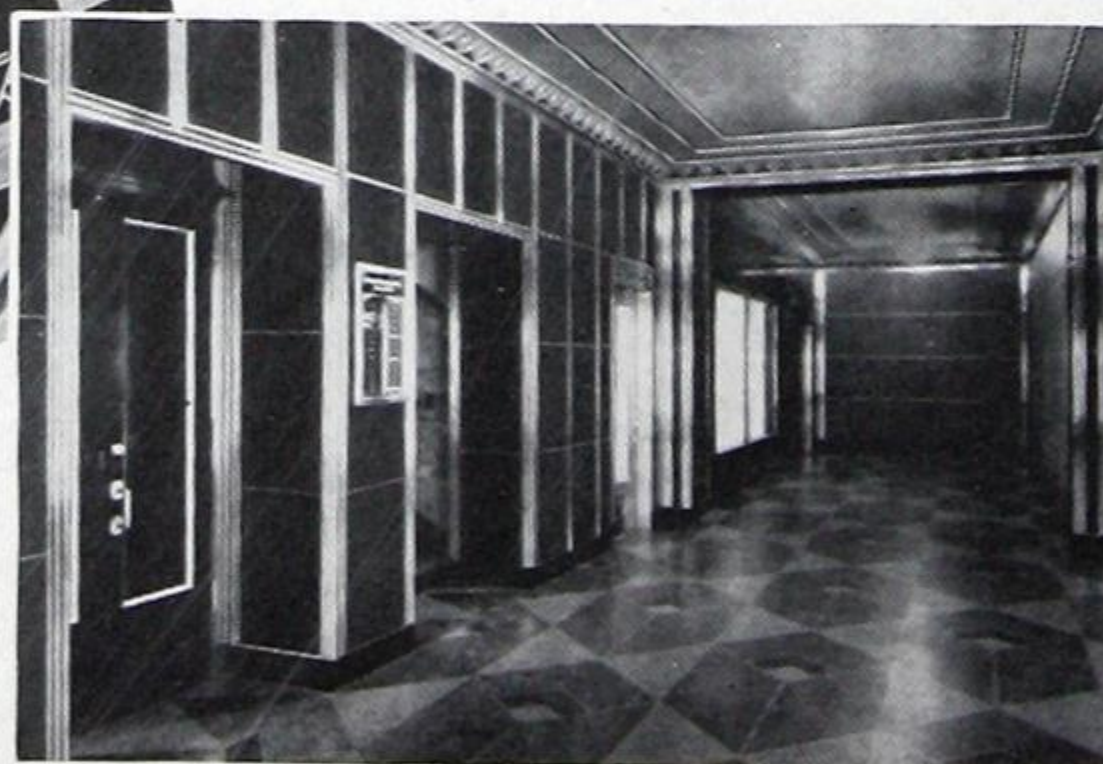
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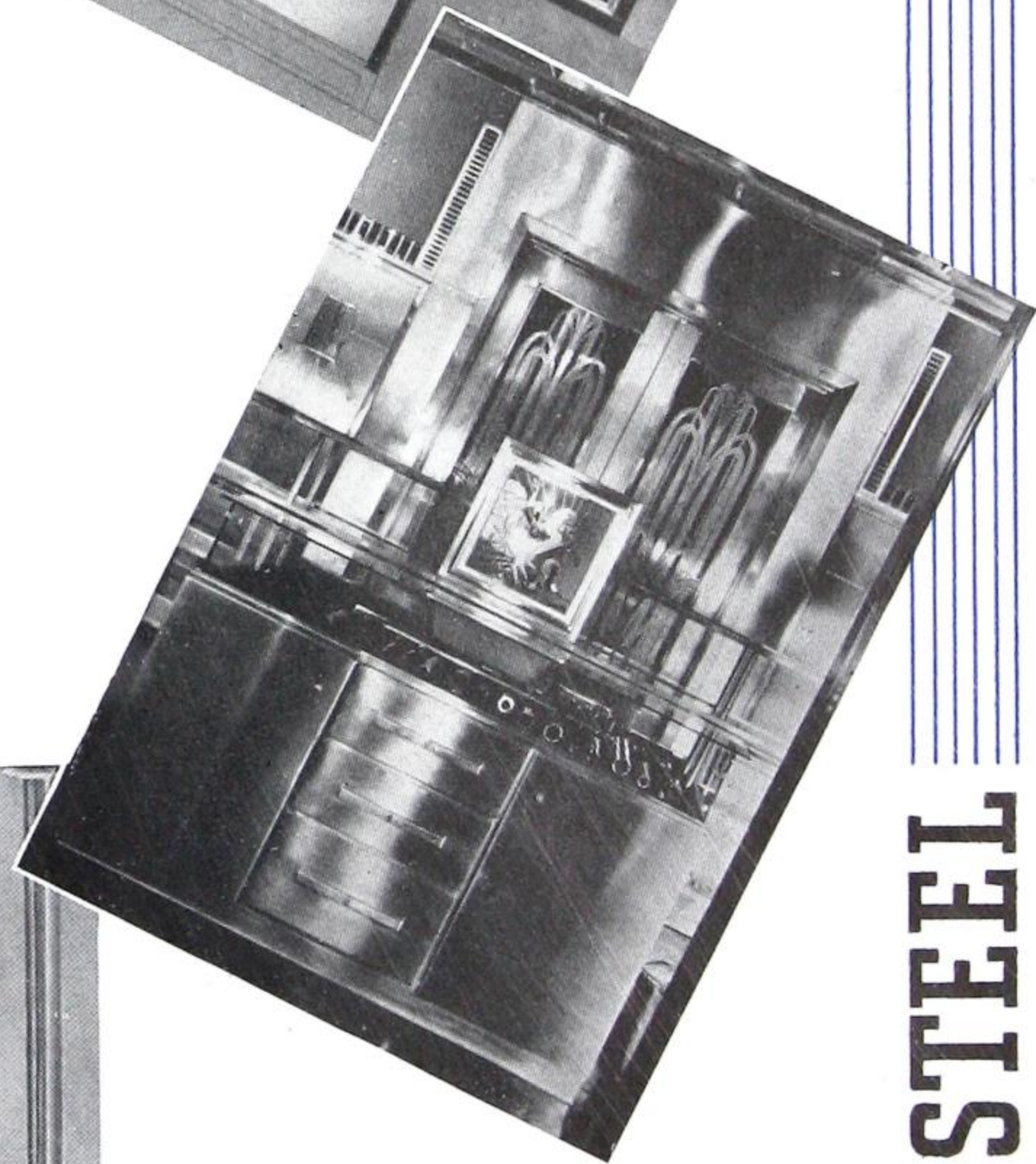
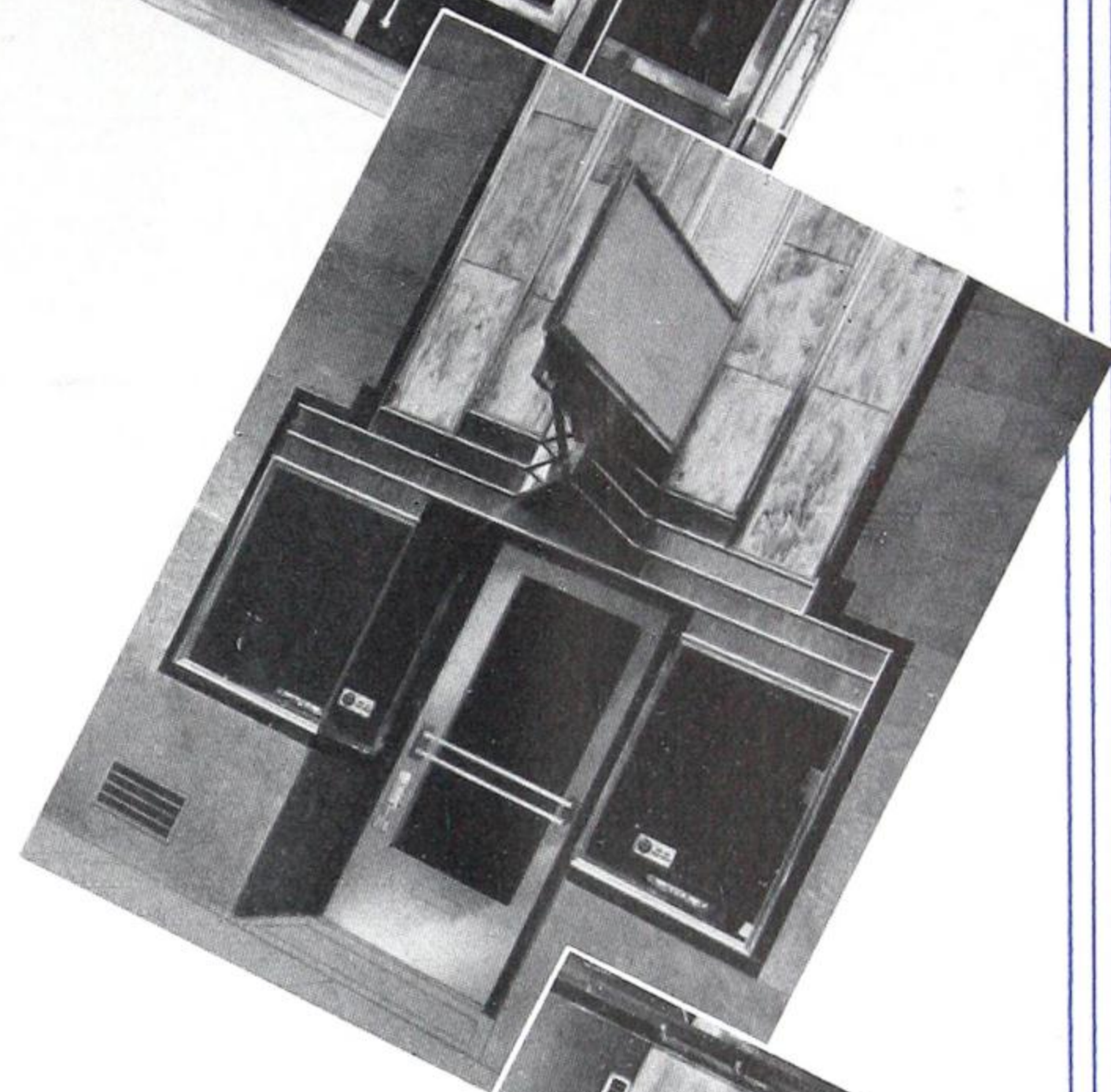
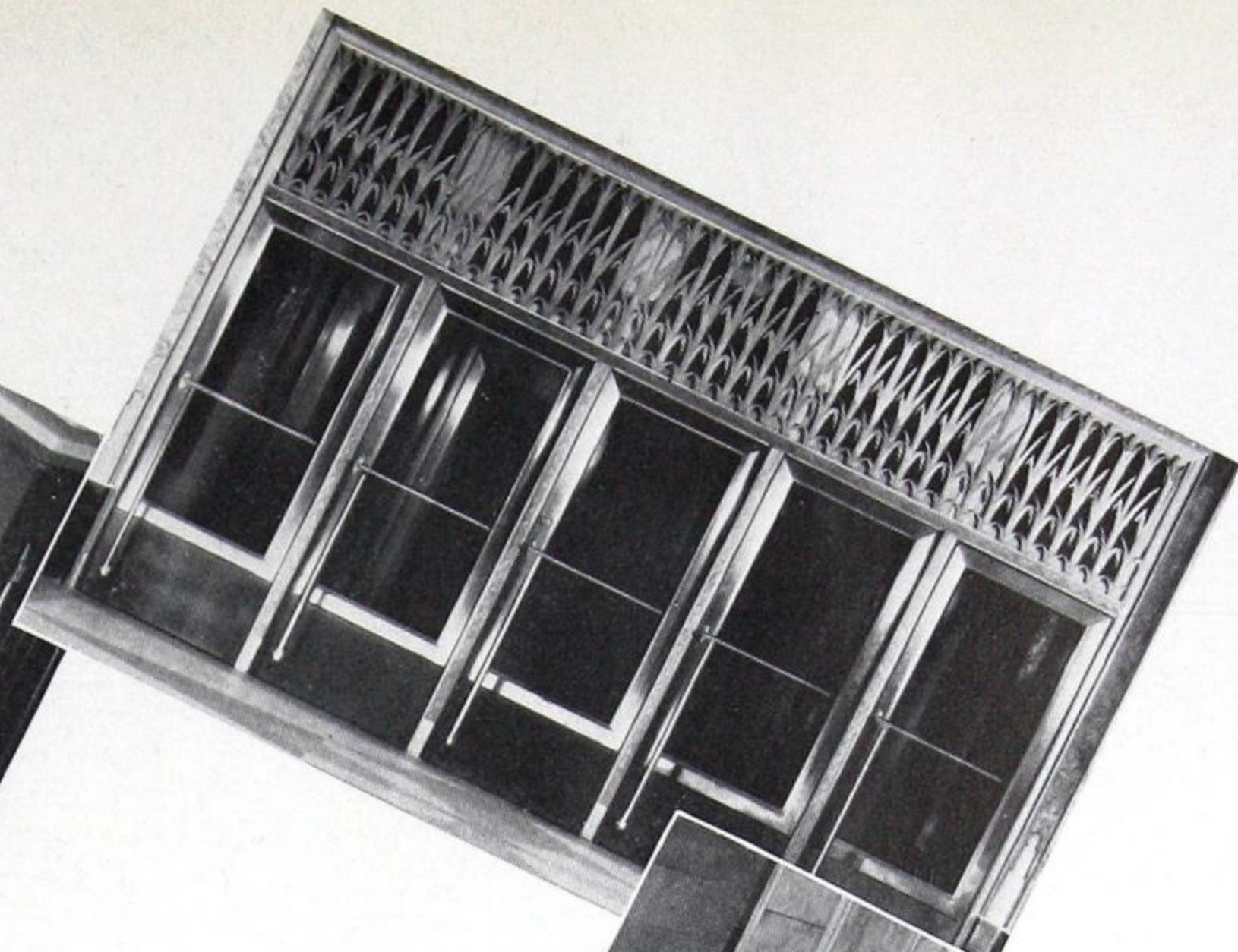
STAINLESS STEEL



of finish, Silcrome bids fair to be one of the basic construction materials of the future—an inspiration to architects and engineers, a source of life-long satisfaction to owners and occupants.

● From the revolving door entrance to the top of the flag pole surmounting a lofty spire, Silcrome adds both beauty and utility. Available in sheets, strip or bars of correct analysis for every





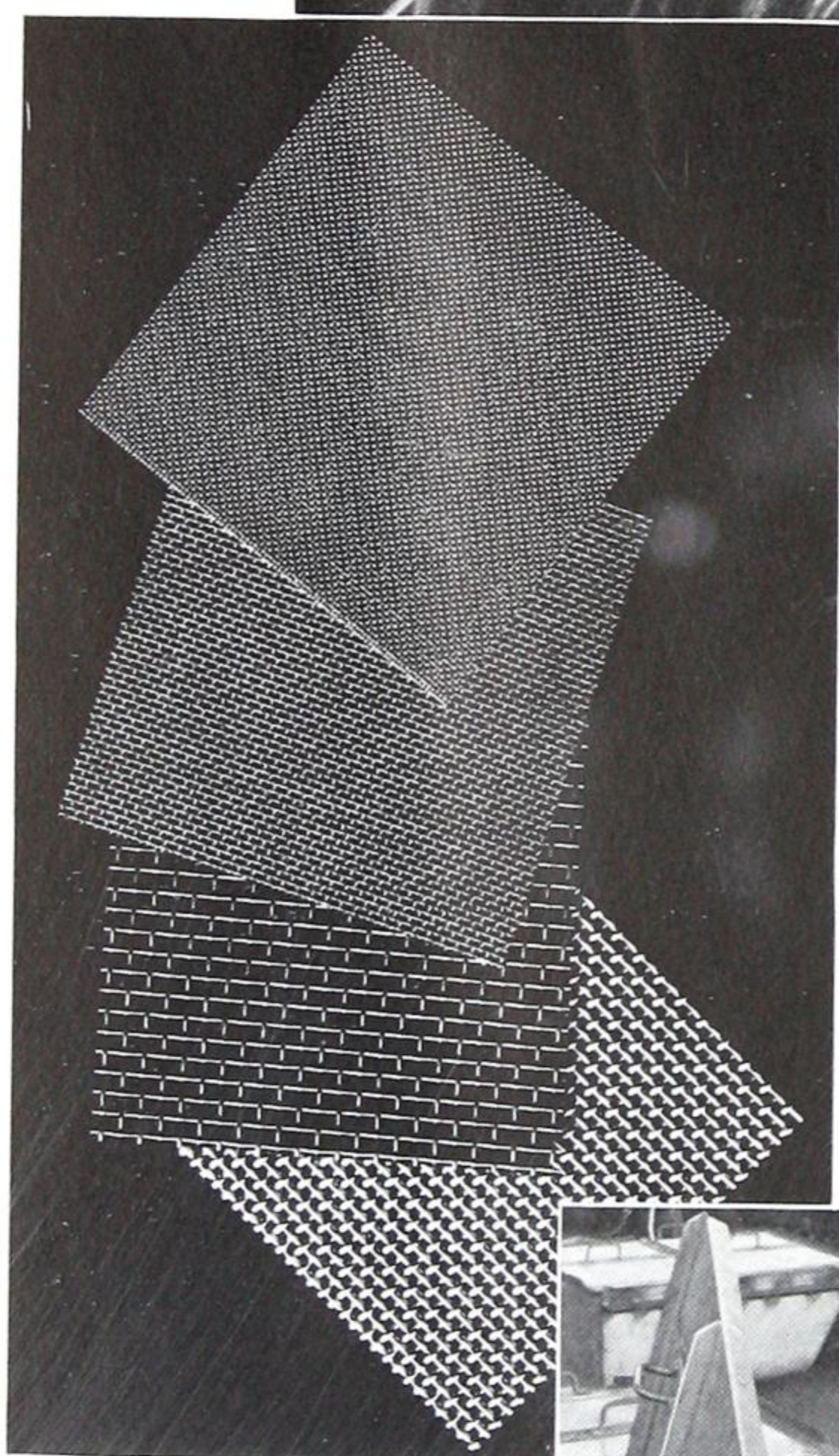
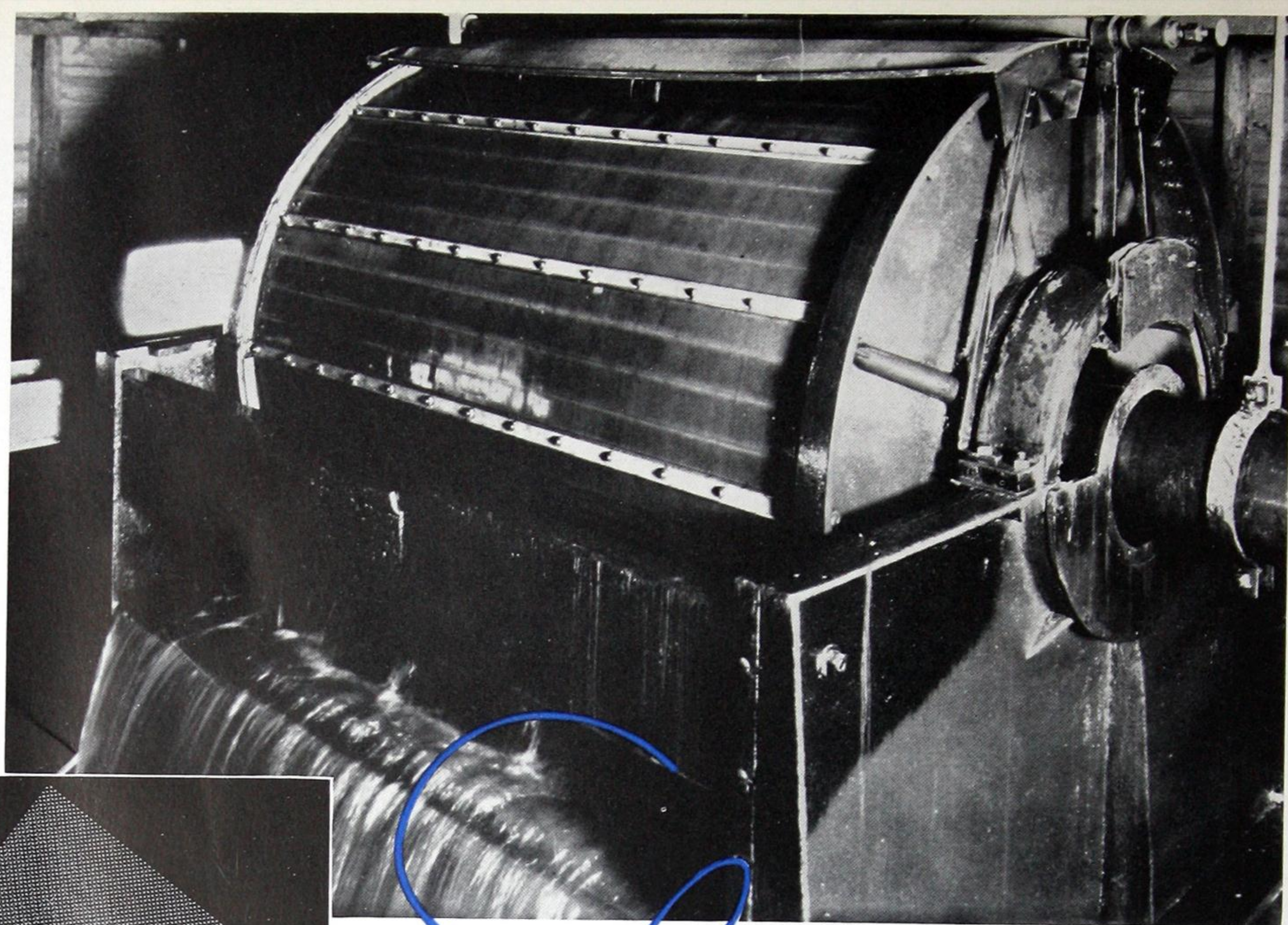
construction and forming operation, the Silcrome equipped and trimmed building looks to the future. Its gleaming spotless surfaces are easy to polish and clean, attract patronage and quickly become landmarks of civic and economic progress.

● Not only in the construction of buildings, but in the modernization of stores and offices, Silcrome offers interesting and profitable advantages to owner, manager, architect and engineer. Makers of equipment, from outside advertising signs to store fixtures and office furniture, water coolers and filing equipment, will find many places where Silcrome, as the basic material or as trim, will add new sales appeal and increase the satisfaction of the user.



STAINLESS STEEL

SILCROME



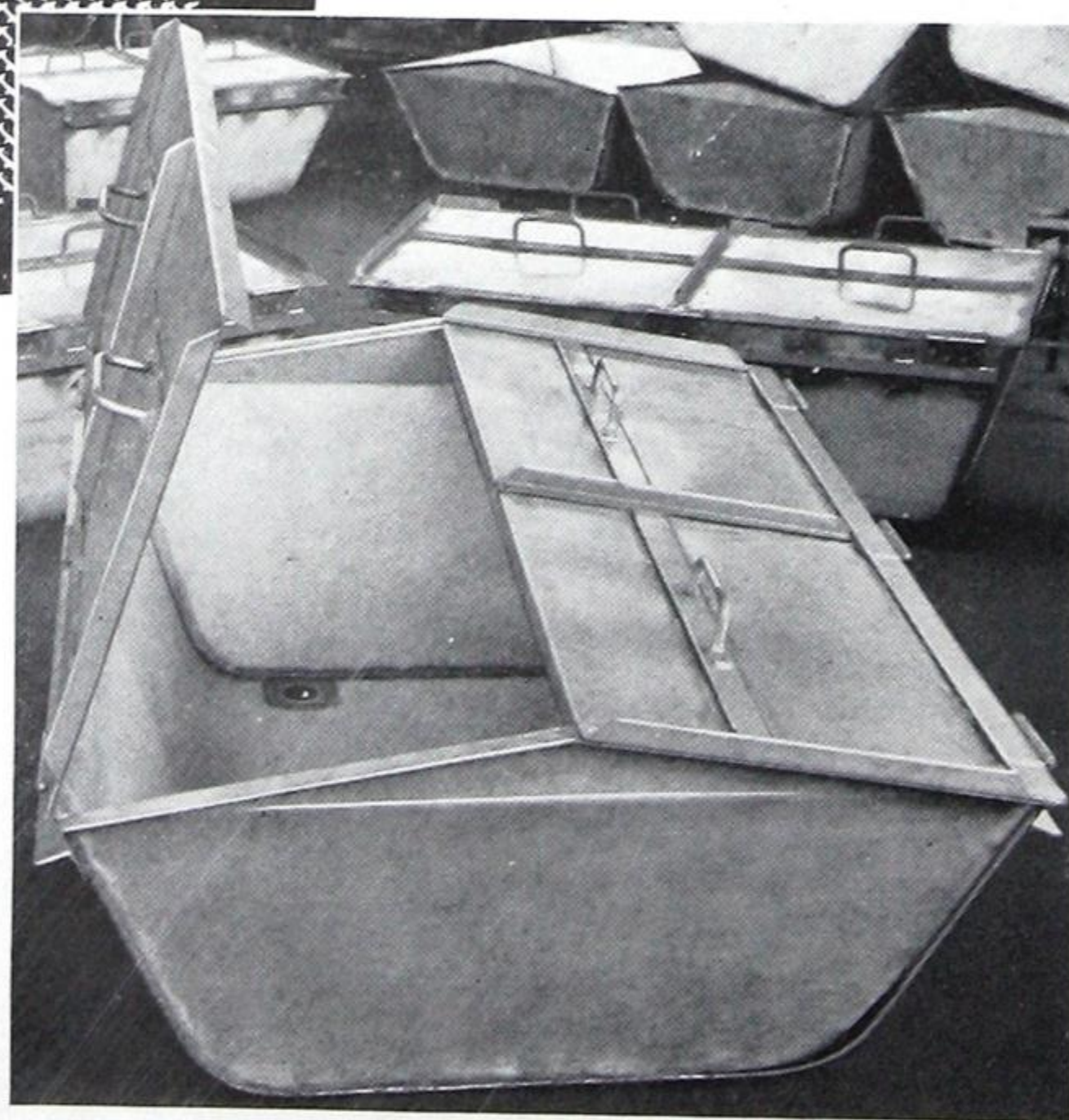
Silcrome

IN THE PROCESS INDUSTRIES

Superior resistance to heat and corrosion, has quickly led to a growing use of Silcrome in the Process Industries. From paper making to oil refining, every branch of the great field has many operations where machinery and equip-

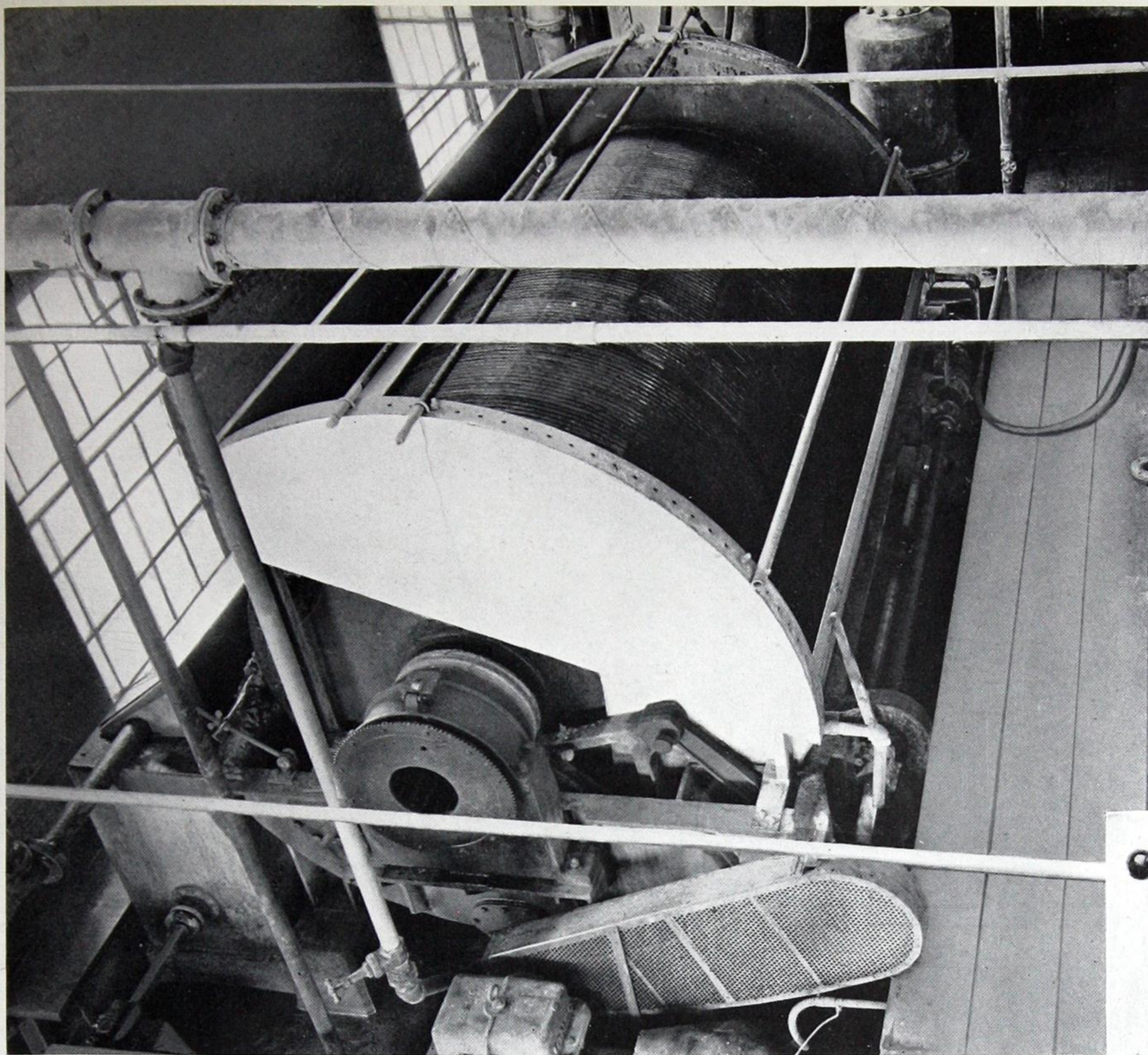
ment can be made in part or in whole of Silcrome.

Special analyses are available to meet varying requirements of heat and corrosion



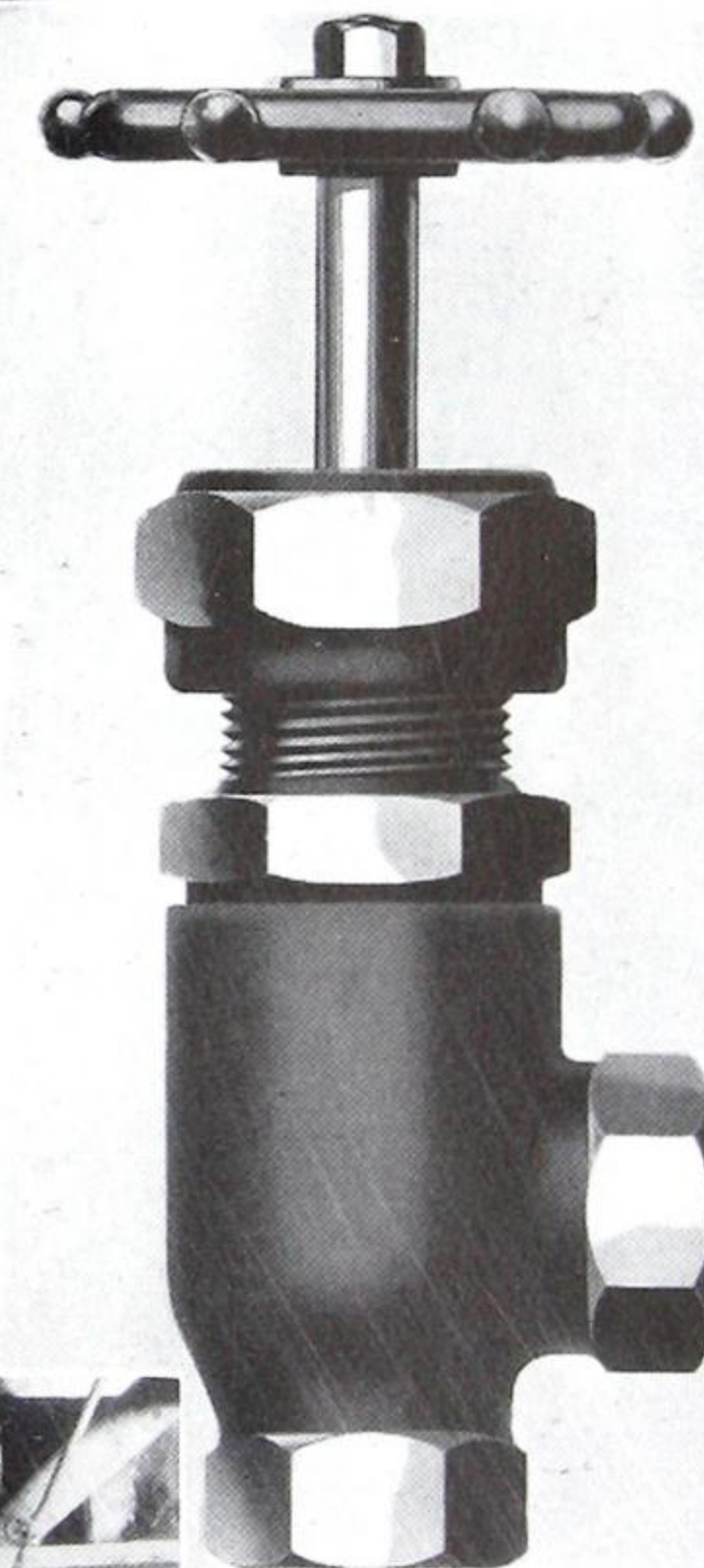
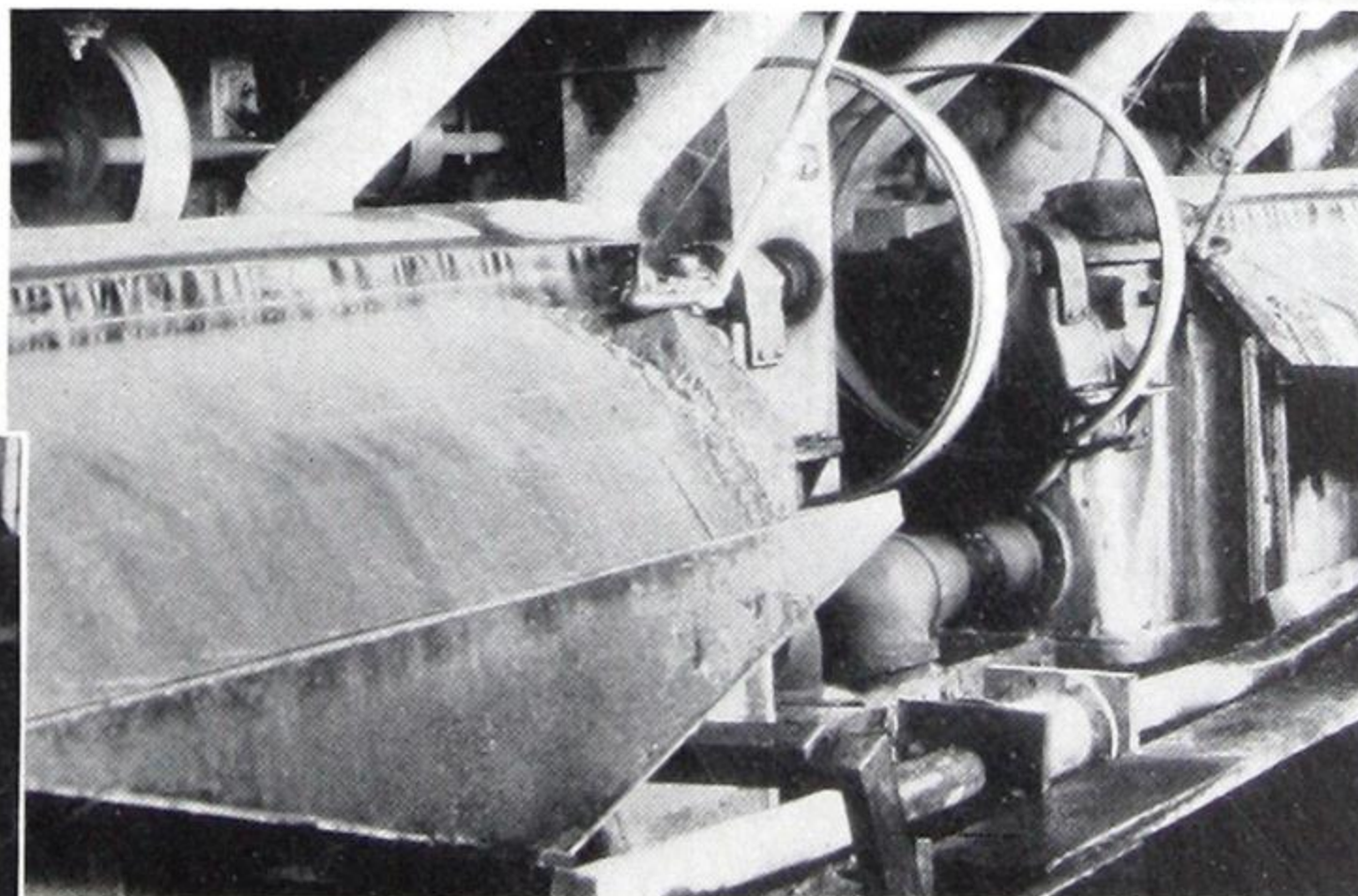
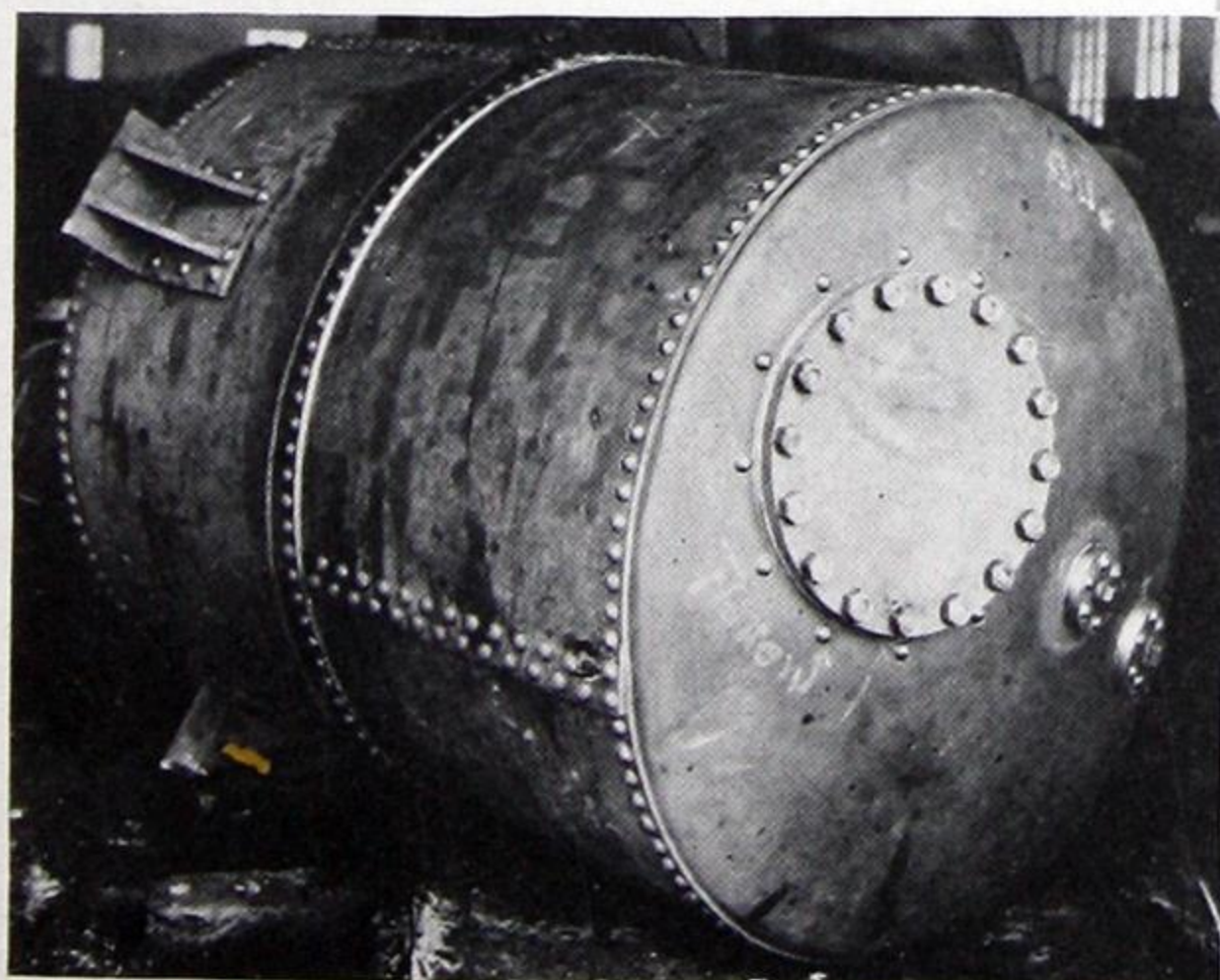
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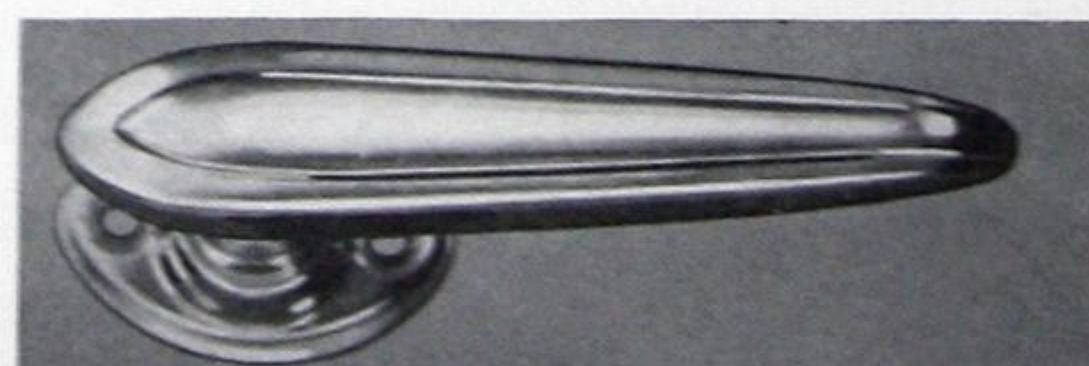
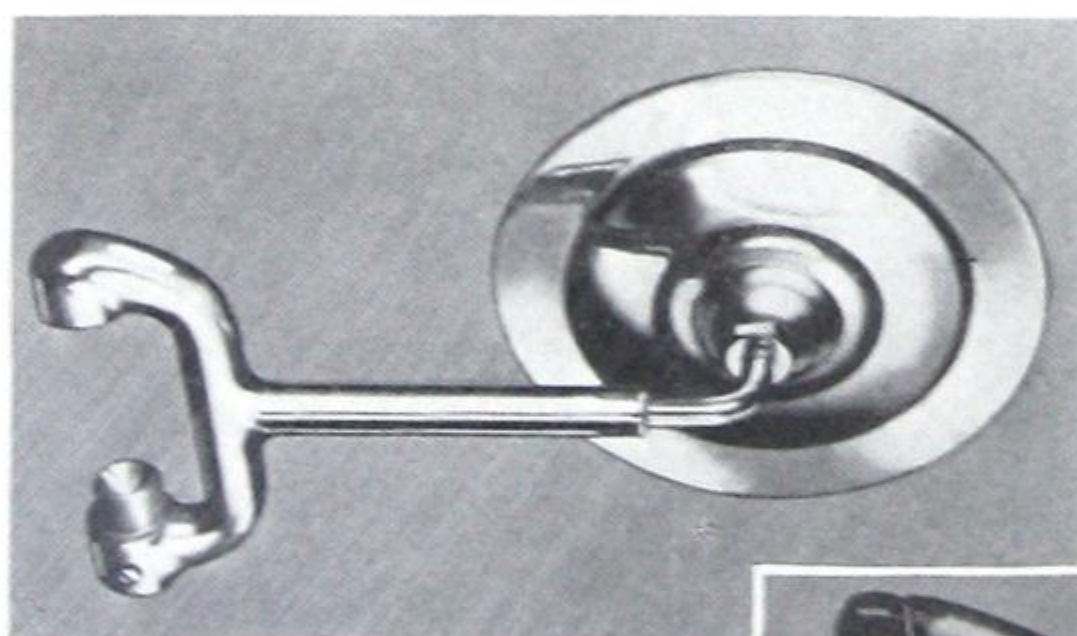
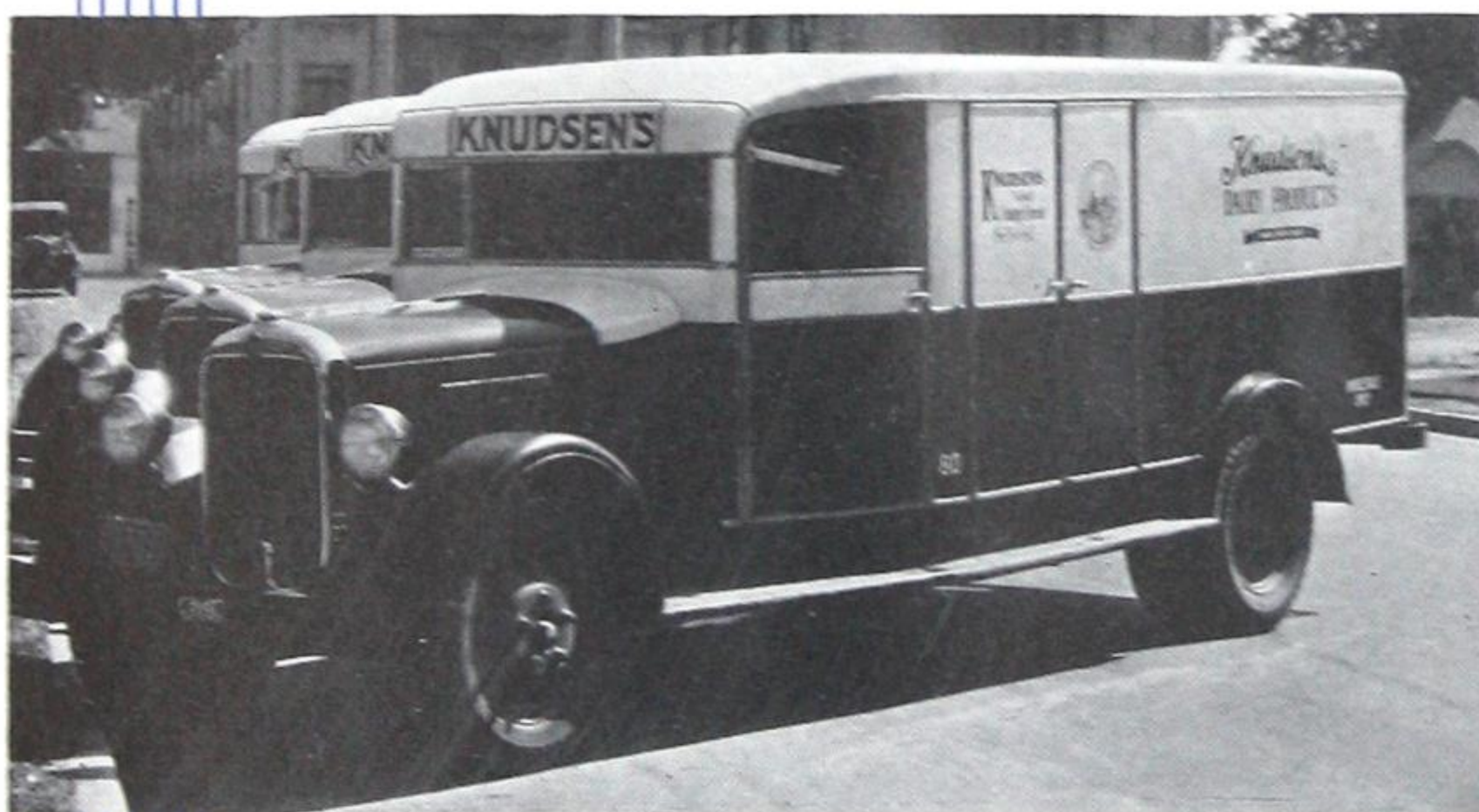
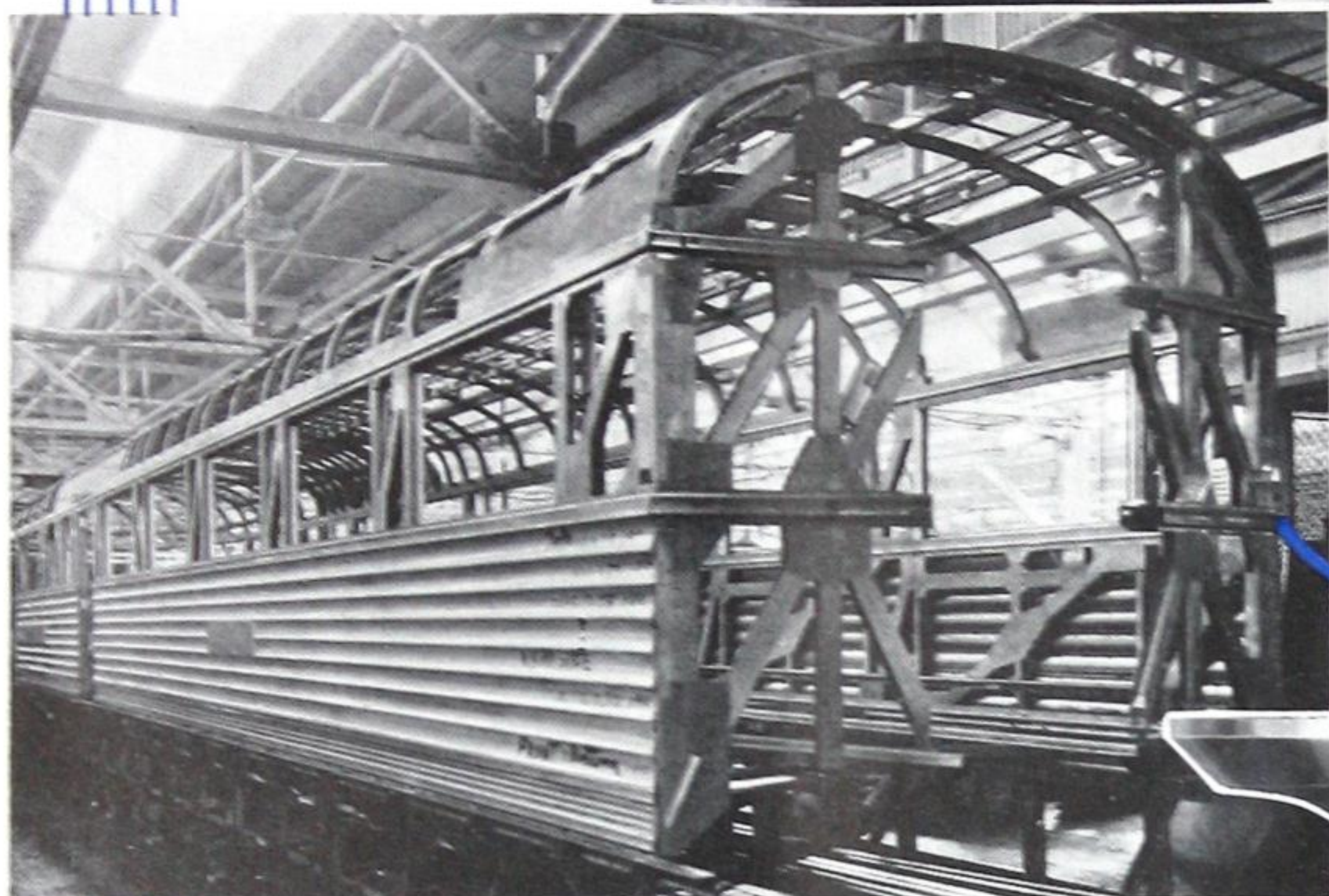
resistance. Special grades are available for the various requirements of forming and fabrication. From wire screens and filters to storage and processing tanks and vats with their valves and connections, Silcrome brings lower costs and increased efficiency. And not only does Silcrome resist heat and corrosion, but it largely eliminates contamination and spoilage, thus reducing waste and contributing to profit.

●Makers of processing equipment will find that Silcrome adds new sales appeal.



SILCROME

STAINLESS STEEL



Silcrome

IN TRANSPORTATION

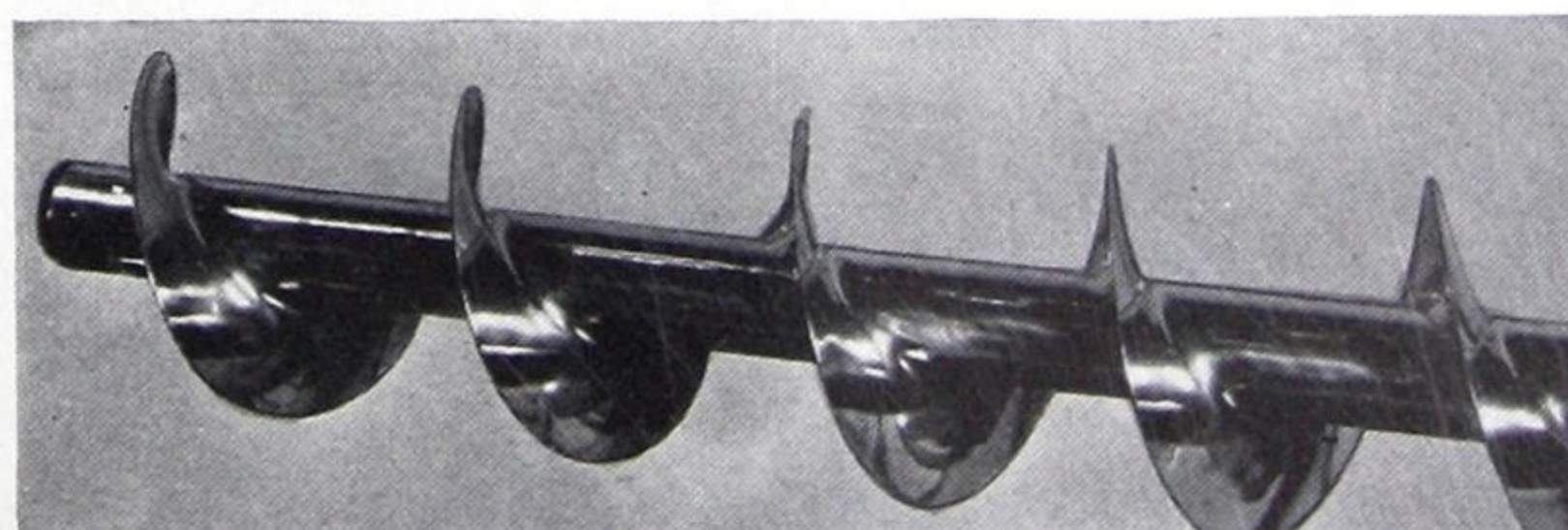
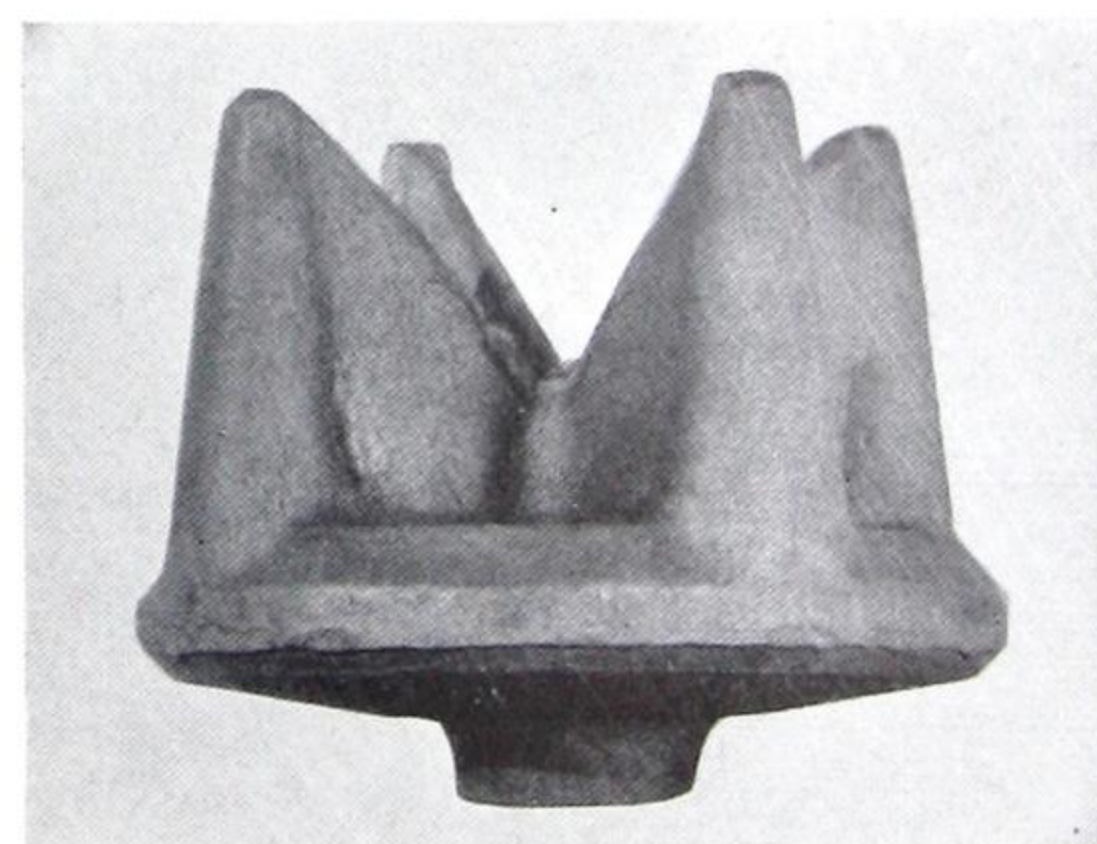
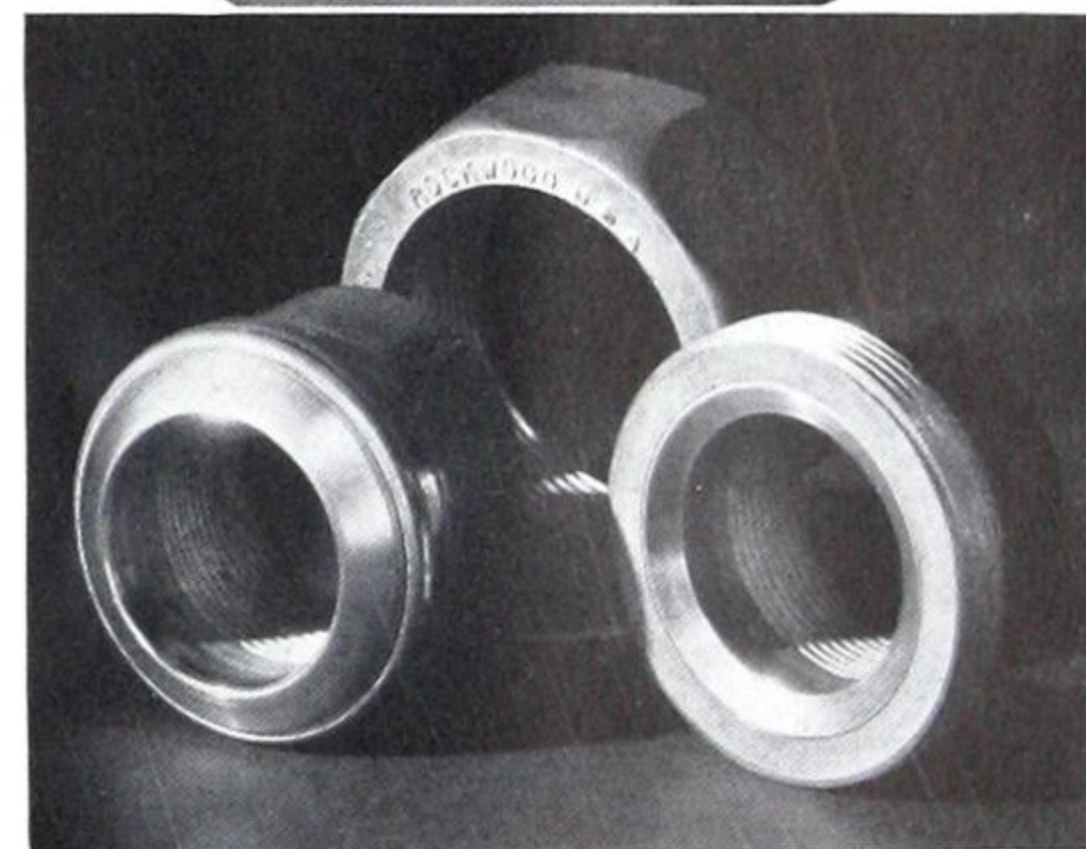
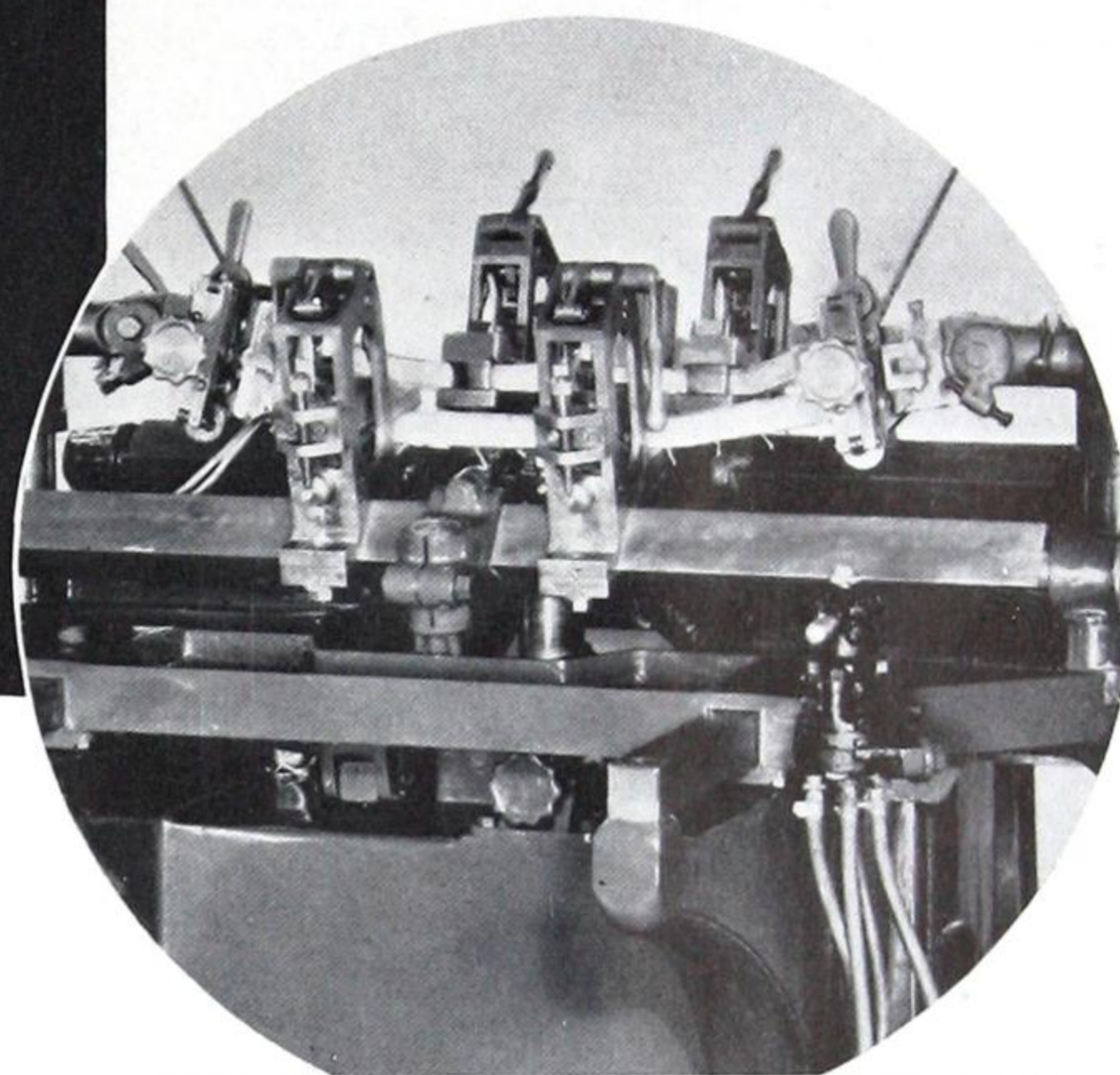
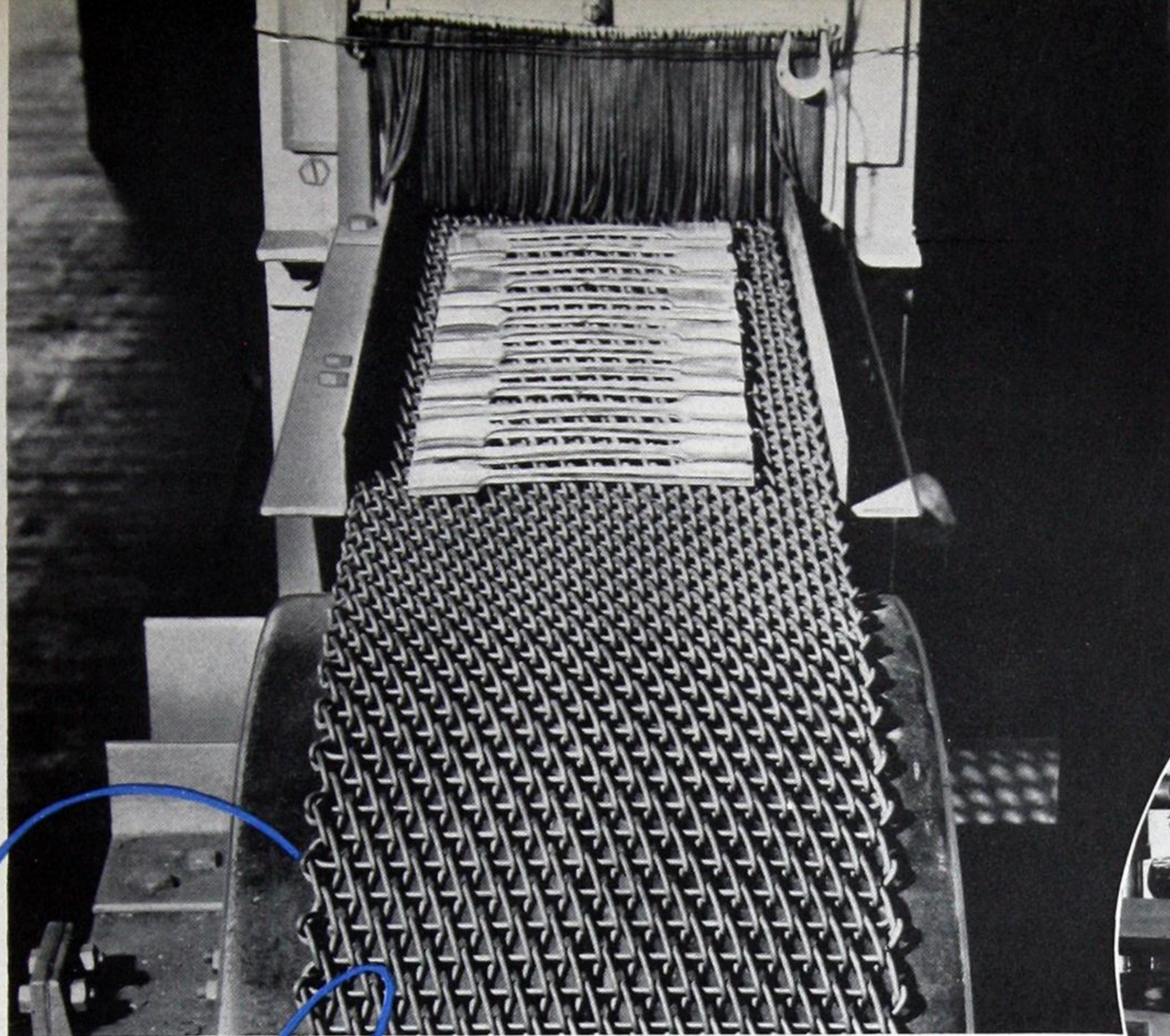
One supreme test of resistance to heat is the service required of automobile exhaust valves. Here Silcrome has won a world-wide reputation. Practically every American car has valves of Silcrome Steel. And as Silcrome valves resist heat, so too Silcrome headlamps, door, interior and body trim, resist corrosion and contribute to the beauty and life of the modern automobile.

The new streamlined trains are forerunners of a new era in rail transportation. Higher speeds and amazing economy have resulted from the use of Stainless Steel. Silcrome makes possible stronger, lighter construction and is available to the railroad equipment industry in every needed form and analysis.

Designers of modern air craft are also making increasing use of Silcrome. It offers vast possibilities to marine engineers and constructors.

SILCROME

STAINLESS STEEL



Silcrome

IN METAL WORKING

Practically every division and branch of the great metal working industry is today finding additional opportunities for use of this modern metal.

Its greater resistance to extreme heat has led to the adoption of Silcrome in varied forms for oil burner cylinders and parts, furnace and oven conveyor belts, as illustrated above, and countless other industrial applications. Its superior resistance to corrosion makes it ideal for a wide variety of metal parts that are exposed to the destructive corrosive action of chemicals, extreme heat or unfavorable weather and atmospheric conditions.

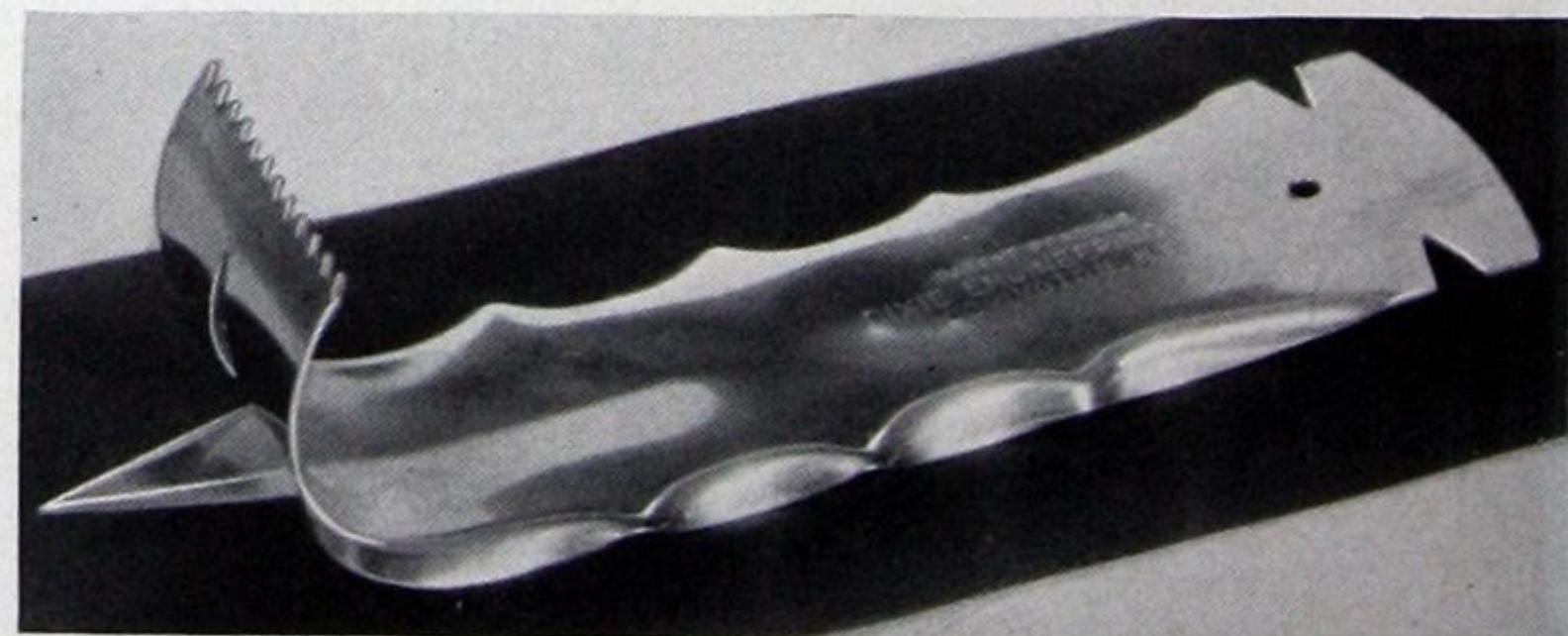
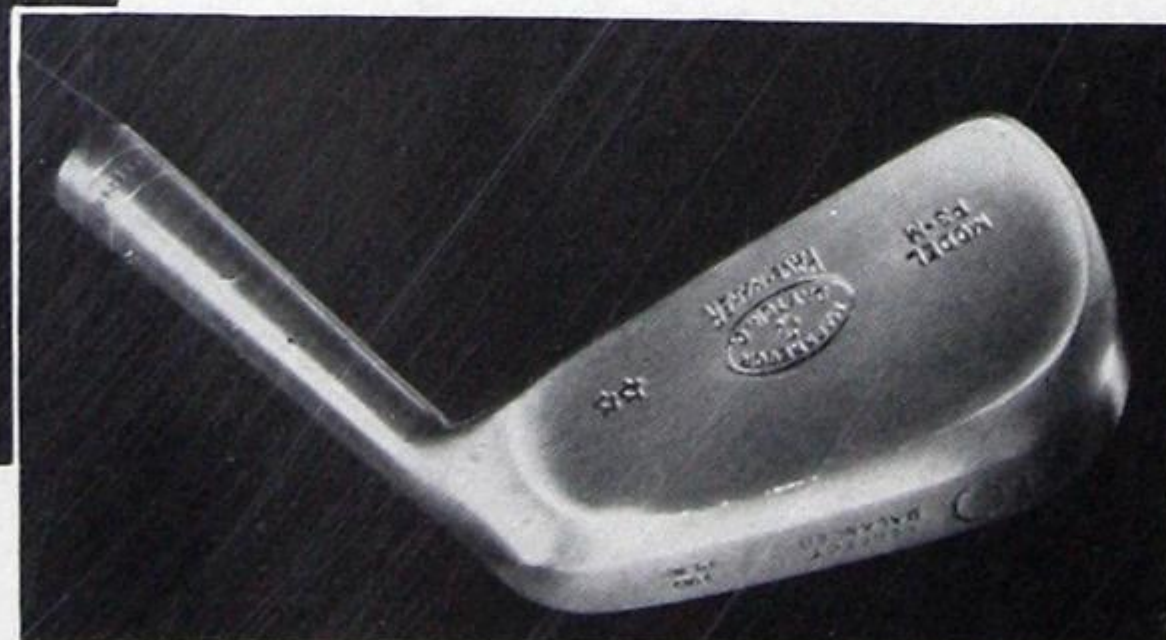
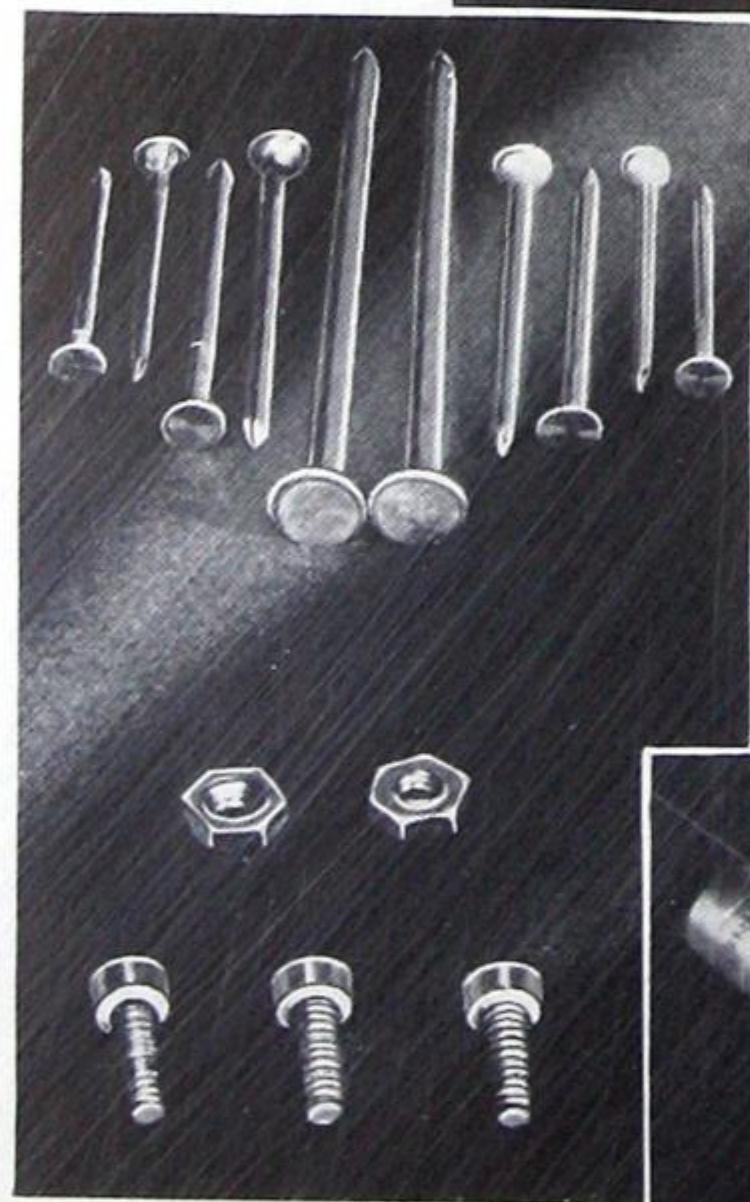
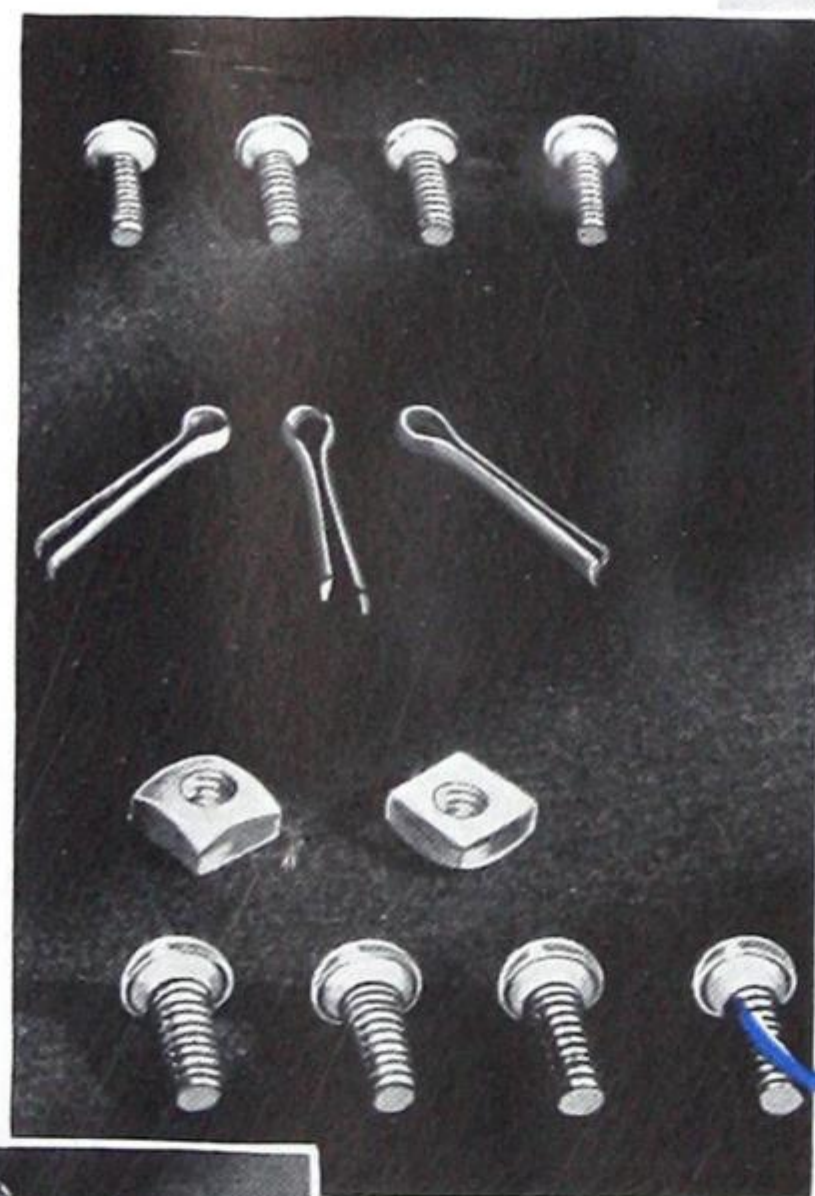
Its combination of light weight with greater strength commends its use for countless machine parts, tools and fittings of all kinds. They are better, last longer and result in lower upkeep and operating cost when made of Silcrome Stainless Steel.

STAINLESS STEEL

SILCROME

SILCROME

STAINLESS STEEL



Silcrome

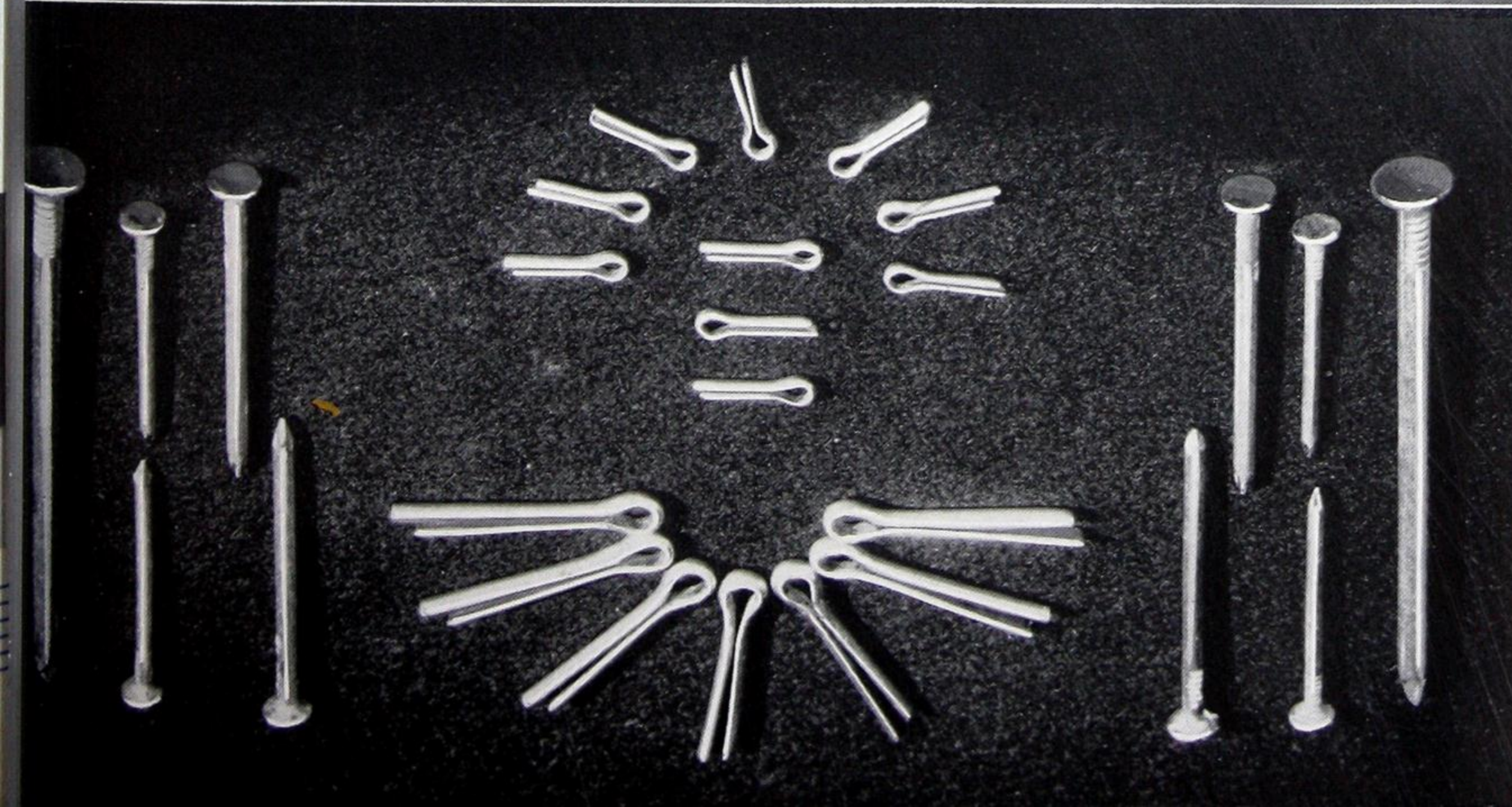
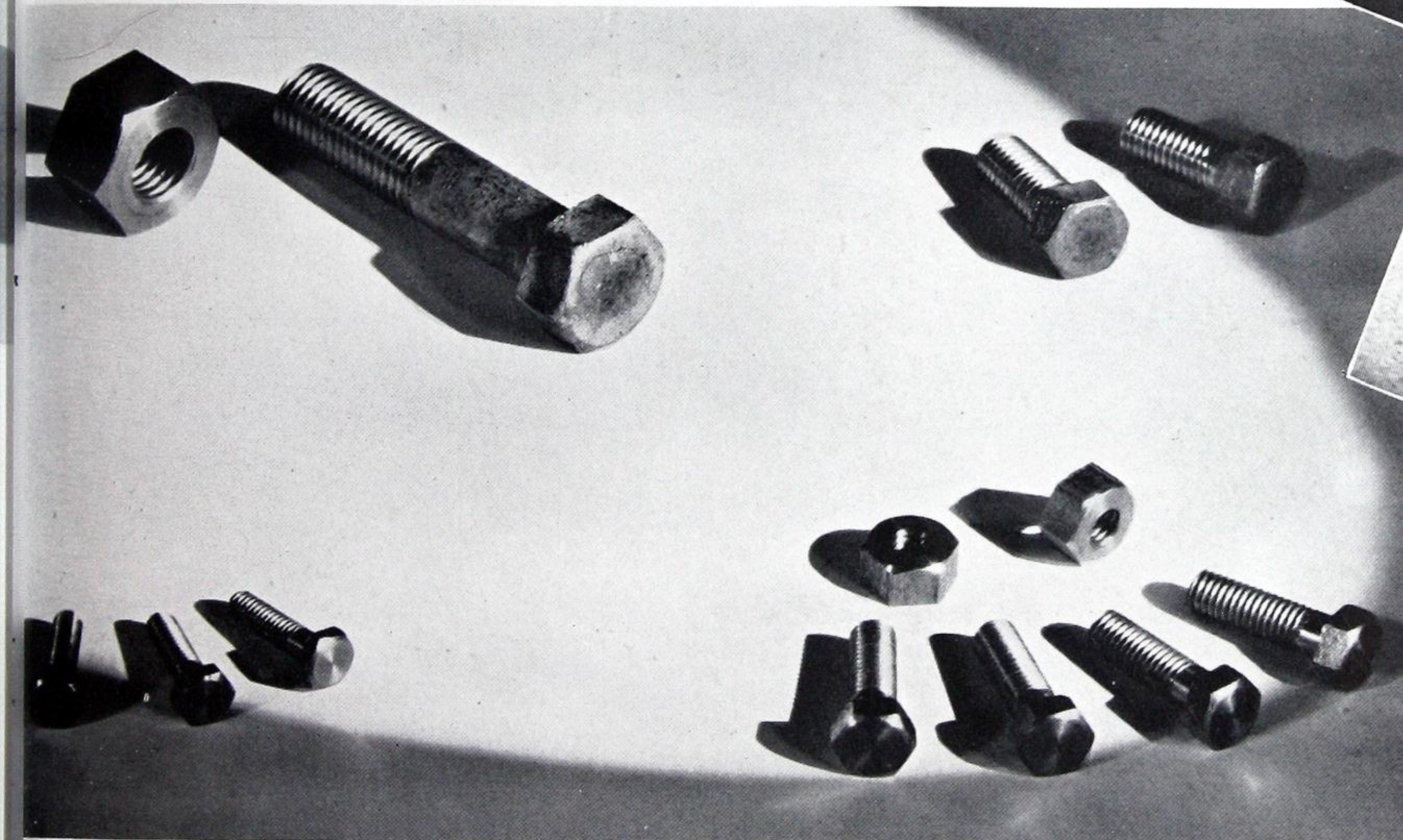
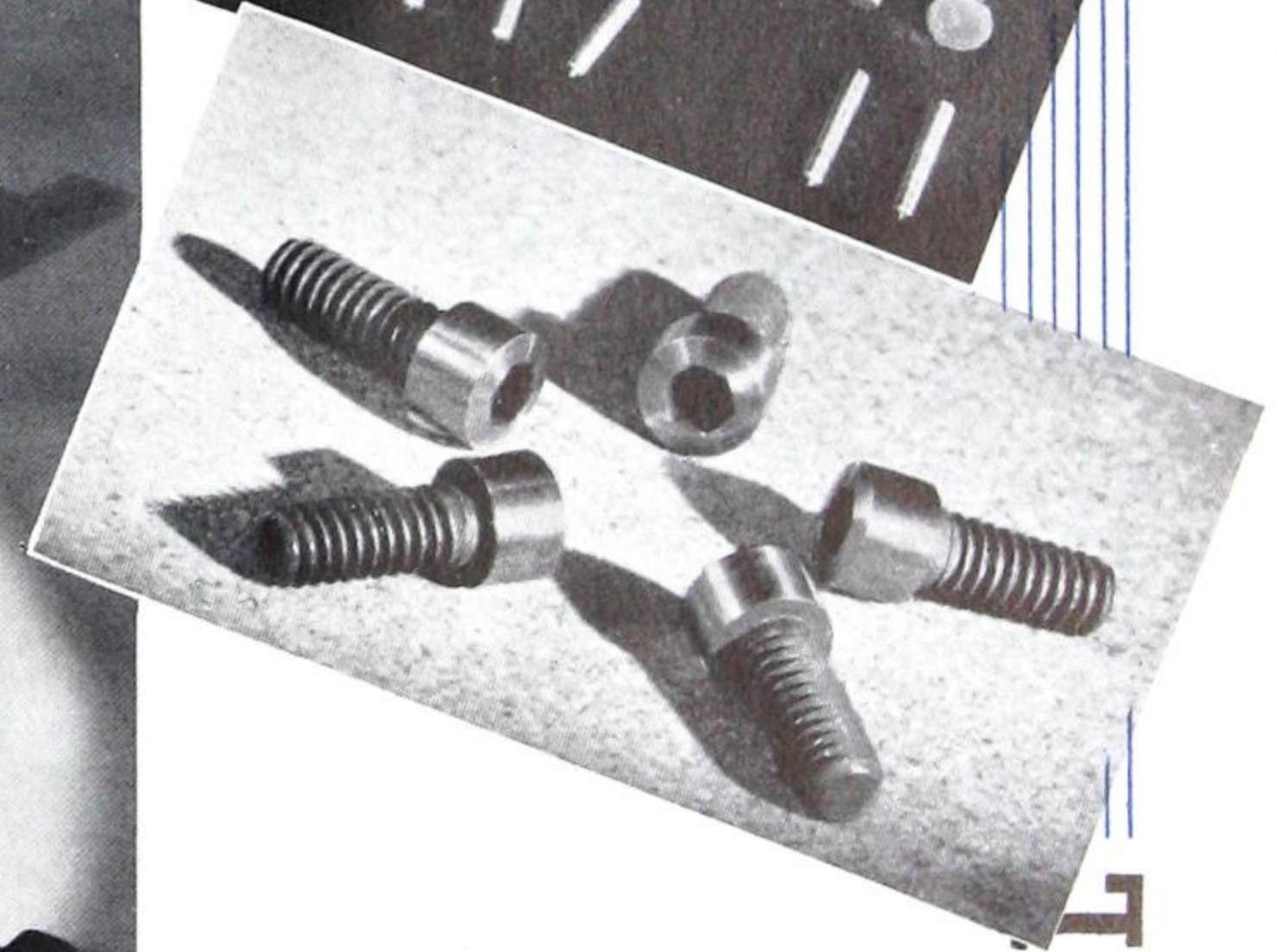
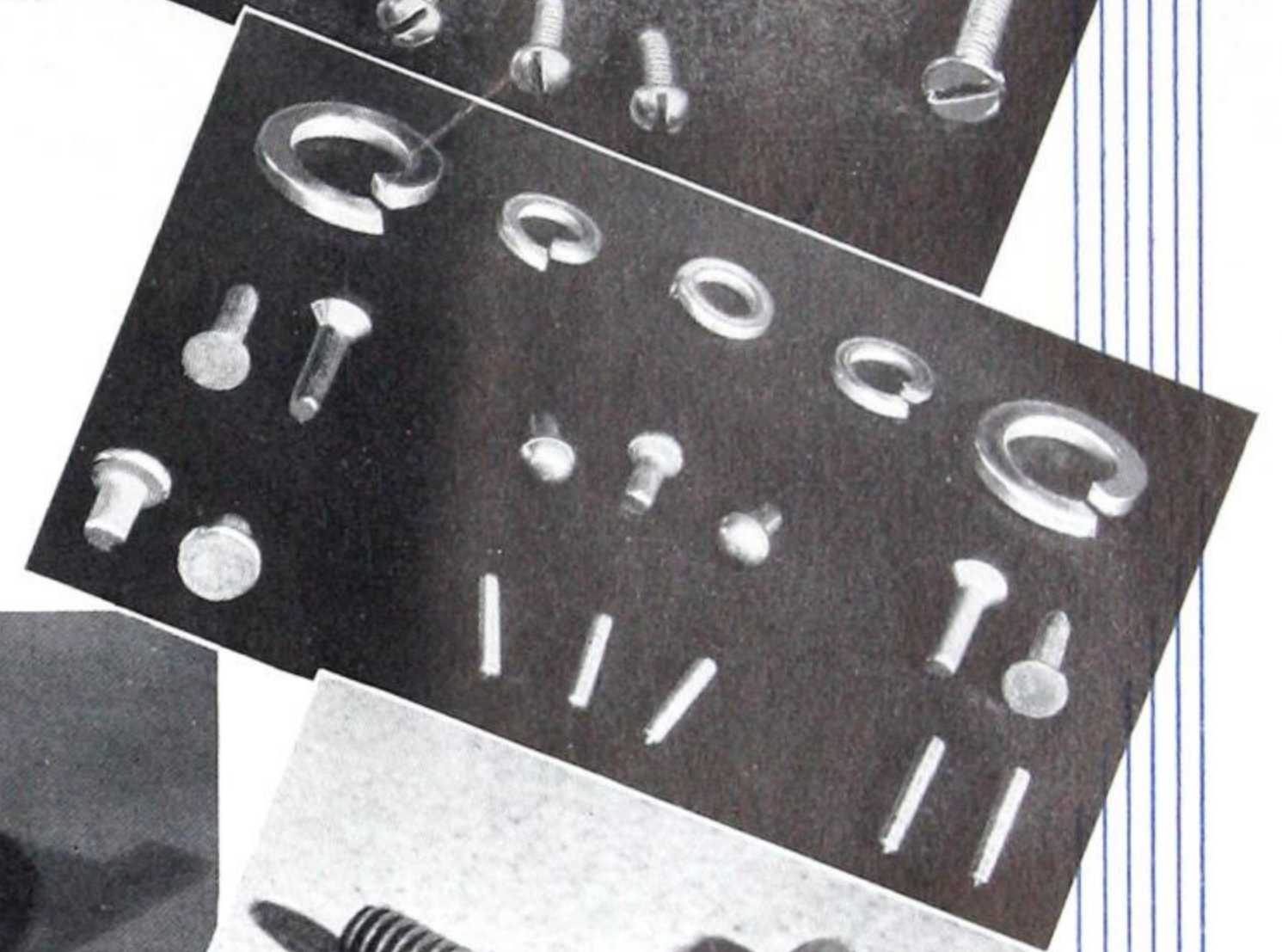
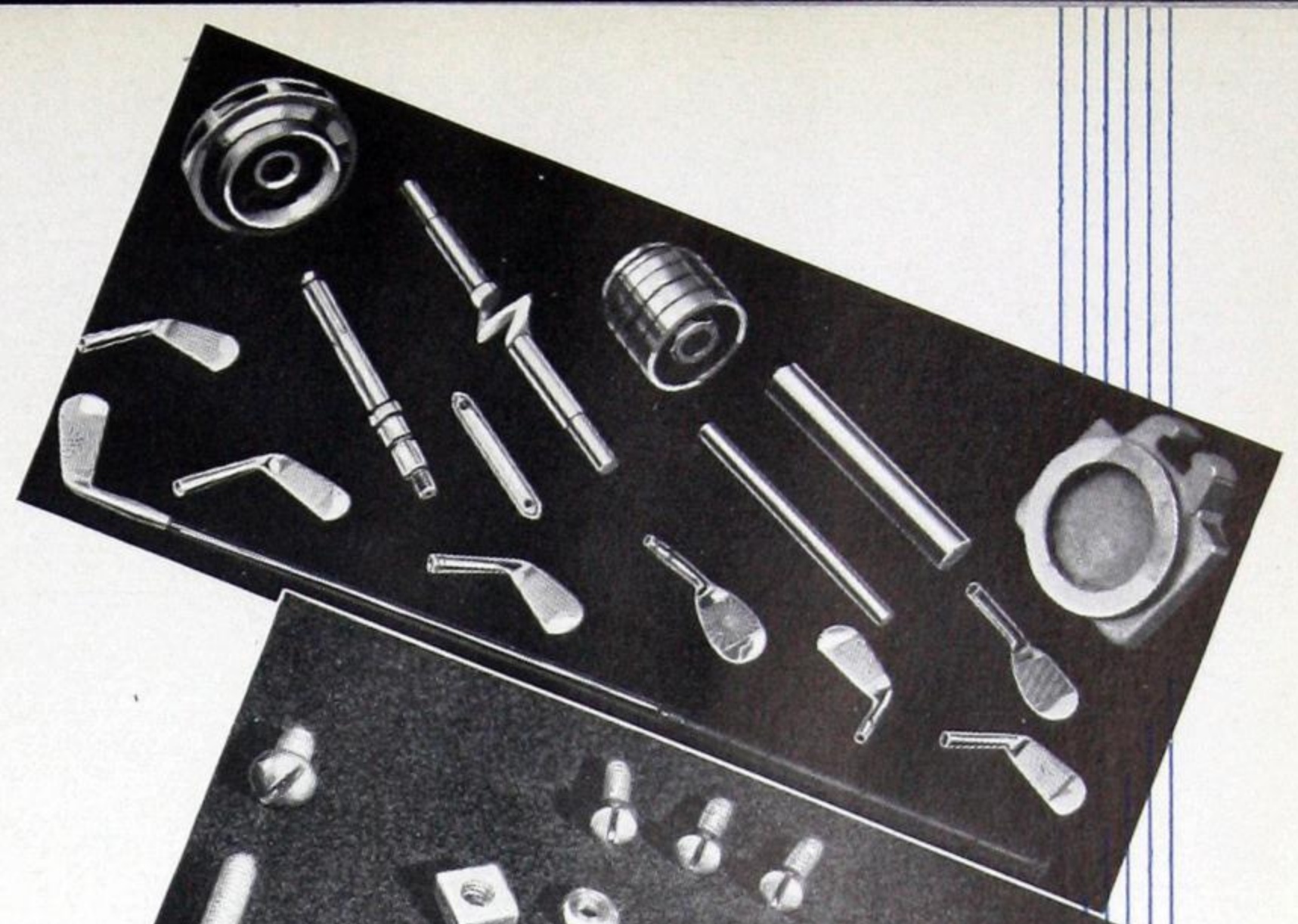
FOR HARDWARE

Profitable opportunities for the use of Silcrome in hardware and small items of all kinds are innumerable. In the assembly of modern equipment from stoves and electric refrigerators to airplanes, Silcrome bolts, nuts and cotter pins are playing an

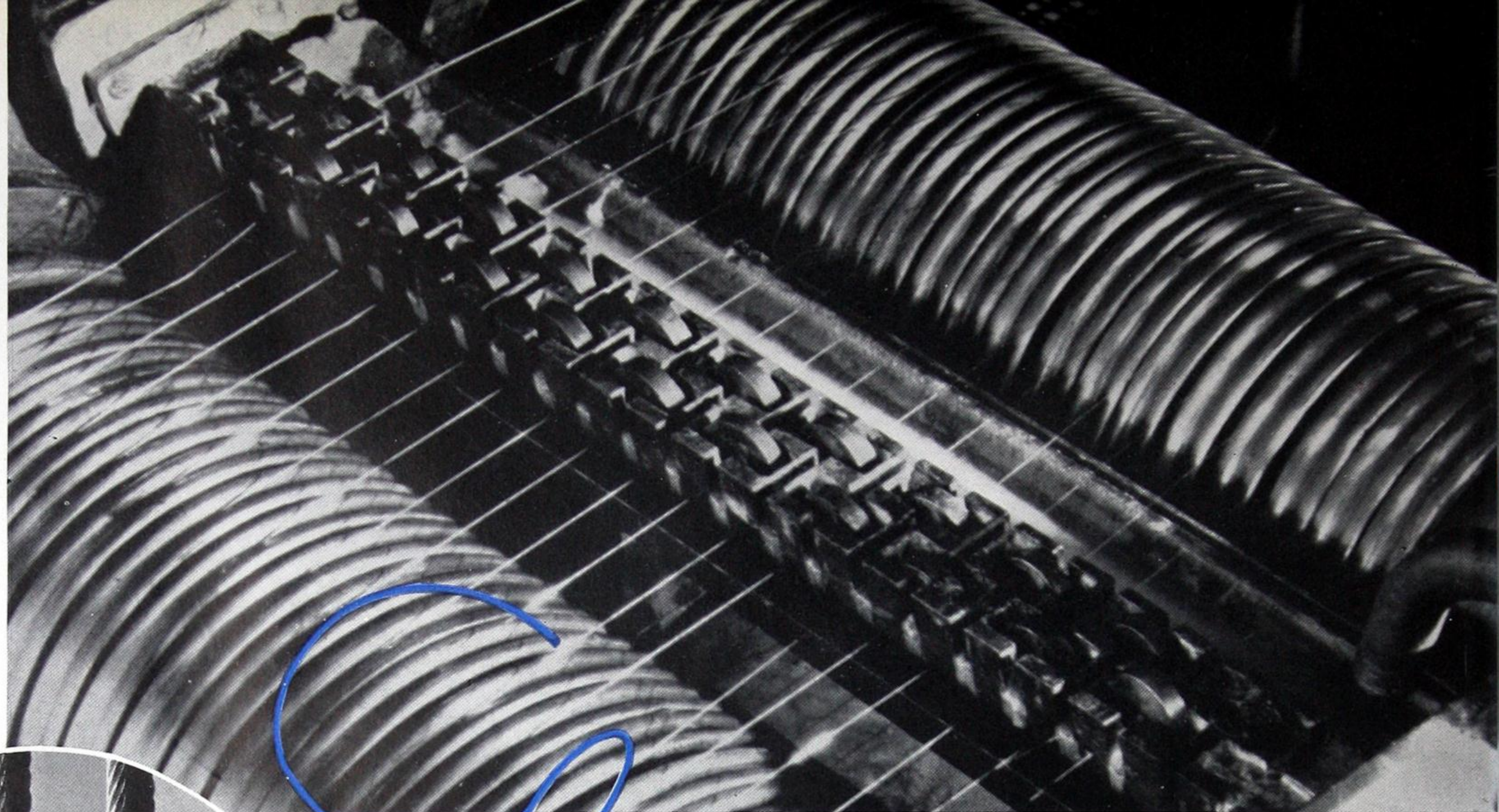
increasingly important part. Lighter and resistant to corrosion, they insure more satisfactory operation and lower upkeep costs.

Sporting goods of all kinds, where metal parts are exposed to the weather, are improved by the use of Silcrome and its identification to the consumer is an important added sales feature.

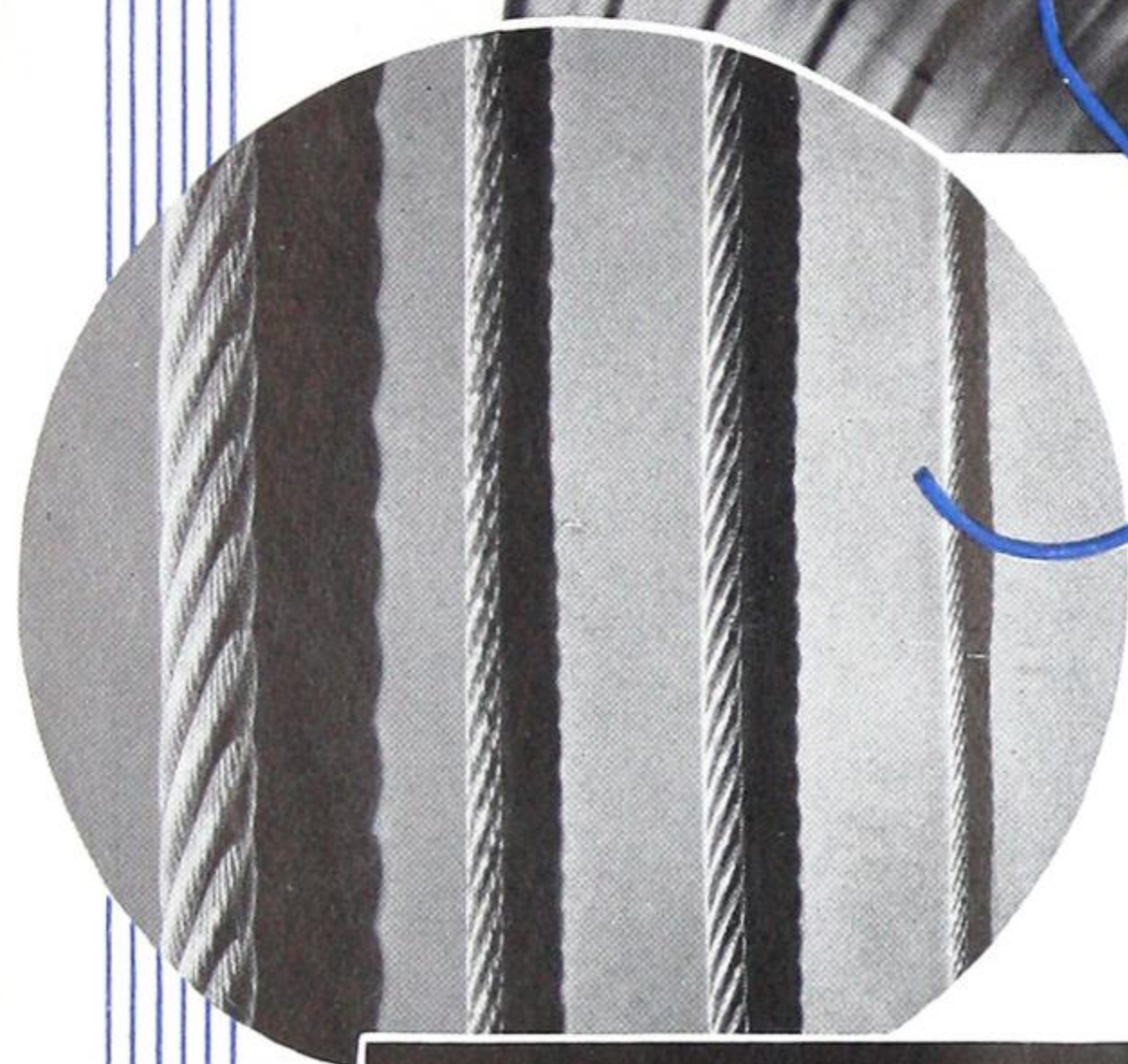
● Countless hardware products including builders' hardware, mechanics' tools, thermometers and precision instruments can be improved with Silcrome. Every such improvement obsoletes older equipment and adds to the market of the manufacturer who successfully pioneers.



SILCROME
STAINLESS STEEL



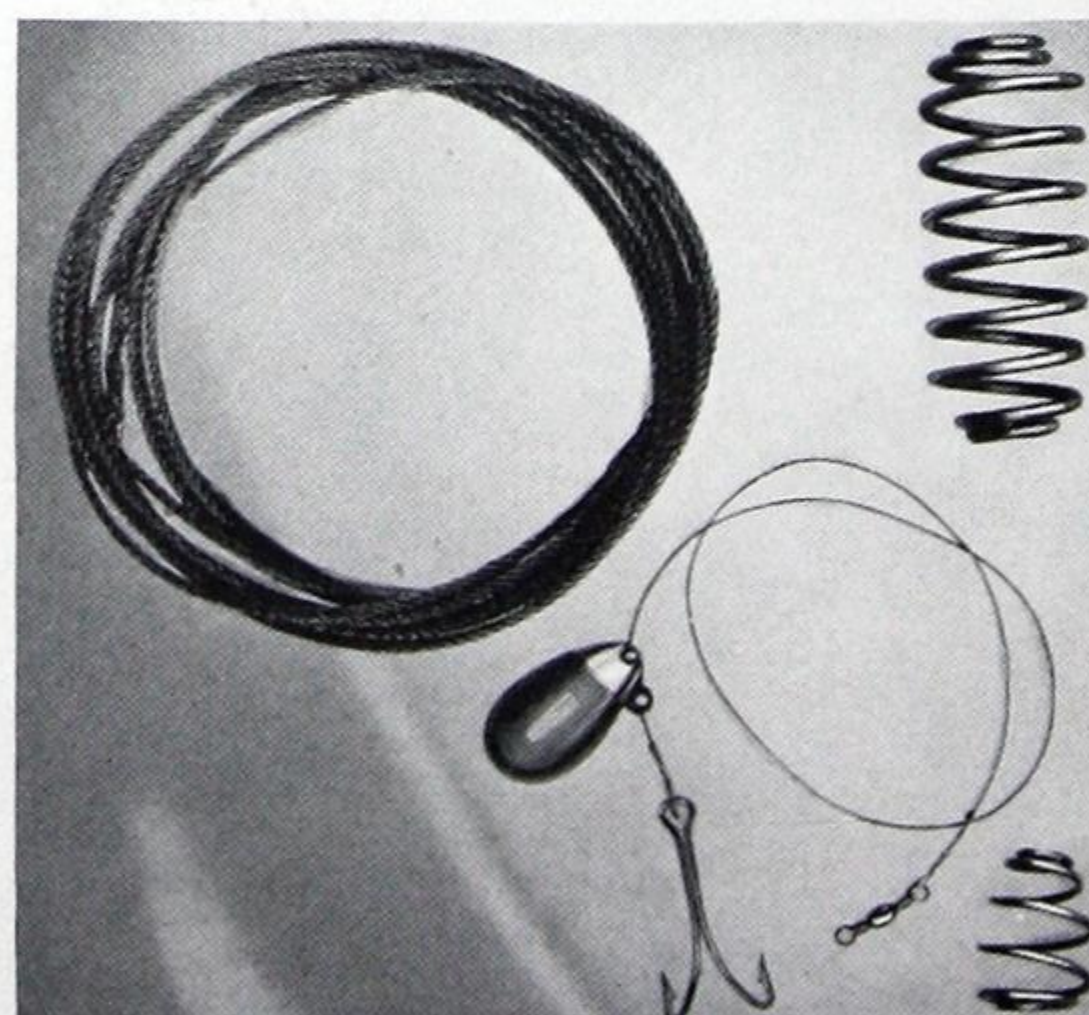
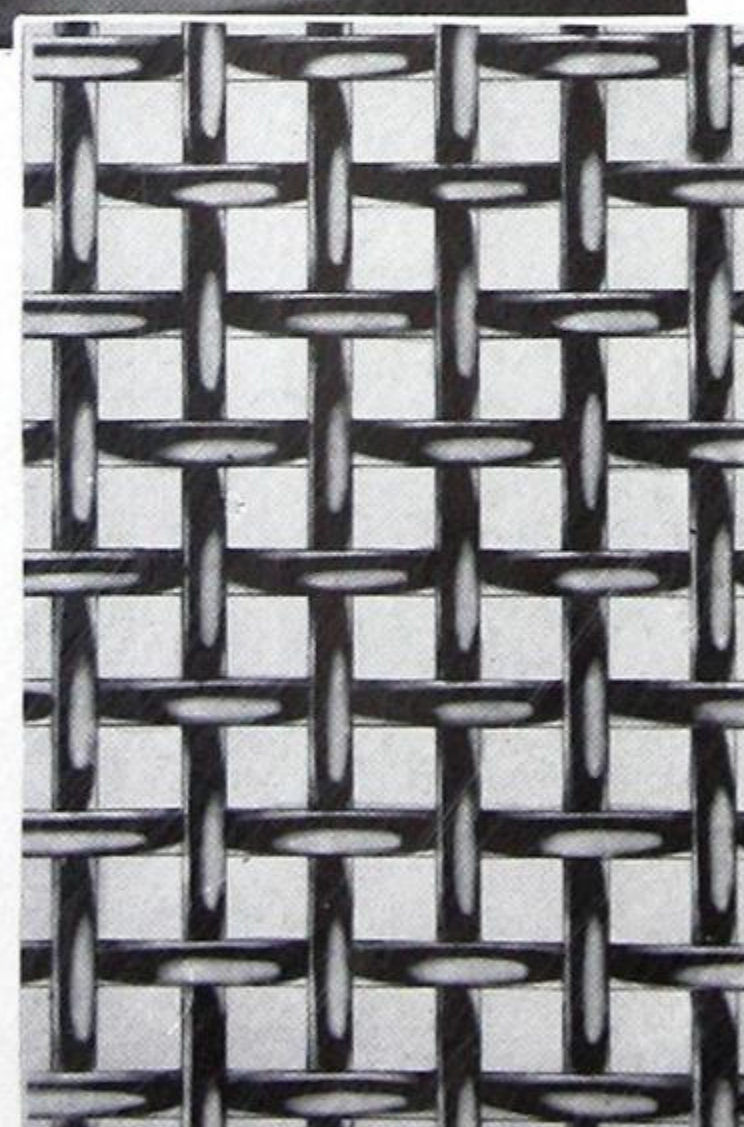
Silcrome WIRE



From the housewife's metal scouring sponge, through all manner of springs, screens and small hardware items up to marine and airplane rigging, Silcrome wire is finding new uses daily.

Increased sales, new markets and profits are vitally related to product improvement. Silcrome wire can be used to improve hundreds of products now in use. It will give salesmen new talking points. It will give customers greater value because of its longer life.

Its resistance to corrosion and reduction of time lost making replacements, brings lower costs and increased operating efficiency.



SILCROME

STAINLESS STEEL

Request for information
regarding use of Silchrome Stainless Steel

INFORMATION

Will you kindly investigate and report to the undersigned as to the value to us of the

Regarding use of

Such new products as:

The following machine parts:

The following parts used in regular as-
semblies:
5. Specifications in our purchase of

The preceding pages have presented a few of the many ways in which modern industry is using Silcrome to increase sales and profits.

The next two pages present a method by which it is hoped the interested reader may find a direct and profitable employment of Silcrome in his own business.

Умножив

Address _____

Request for information regarding use of Silcrome Stainless Steel

TO: _____

(Ludlum Steel Co., or your own Sales Dept., Engineering Dept., etc.)

Will you kindly investigate and report to the undersigned as to the value to us of the use of Silcrome for:

1. The following machine parts:

4. Such new products as:

2. The following parts used in regular assemblies:

5. Specifications in our purchase of:

3. Decorative trim for:

6. Special design and engineering of:

I am interested in data regarding the factors checked below:

☐ **1.** Cost reduction in our own processing or fabricating operations such as:

☐ **3.** Increasing sales appeal of such of our products as:

☐ **2.** Cost reduction in upkeep and maintenance on such expense items as:

☐ **4.** Improving operating efficiency of our product in the hands of users with respect to:

I would also be interested in technical data on the use of Silcrome with respect to items checked, viz.:

1. ☐ Forming, drawing and stamping

2. ☐ Welding

3. ☐ Machining

7. ☐ Corrosion Resistance

4. ☐ Forging

5. ☐ Physical Properties

6. ☐ Heat Treatment

Signed _____ Title _____

Company _____

Address _____

Principal products on which Silcrome could be used _____

INFORMATION

Regarding use of

SILCROME STAINLESS STEEL

On the opposite page you will find a check list form that will be of value in determining whether or not Silcrome will actually help increase sales and profit in your own business.

This form has been designed so that you may check or fill in the factors upon which information will be of value to you. You may pass the form on to the proper department or individual in your own business, or, if you prefer, you may send it directly to the Research Department of Ludlum Steel Company at Watervliet, N. Y.

WHAT LUDLUM WILL DO

If you decide to send this form to Ludlum, your inquiry will be assigned to a competent engineer for investigation and reply, and you will receive a report representing our best experience on the matters about which you inquire. The report will be prepared by an engineer or metallurgist, and we will endeavor to give you the facts as we see them and to avoid unsupported claims and generalities.

A number of our research men and metallurgists have had broad experience in dealing with problems that may be similar to yours. They are eager to serve and will give any question you raise careful and thorough consideration. If, instead of using the form herewith, you prefer to write, your inquiry will receive prompt and thorough attention.

Ludlum has been a pioneer in practical service to all who are doing business with Ludlum. We hope you have found this book of interest and that it may have suggested some thought or idea that you can turn to profit.

SILCROME

STAINLESS STEEL

LUDLUM PRODUCTS

SILCROME

All types of Stainless, Corrosion and Heat Resistant Steels.

Silcrome Stainless Steel is available in all forms including bars, wire, strip sheets and plates.

HIGH SPEED STEELS

L-XX—General Purpose High Speed Steel
Panther Special—Severe Duty High Speed Steel
Super Panther—Cobalt Super High Speed Steel
ML—Molybdenum-Vanadium High Speed Steel
LMW—Molybdenum-Tungsten High Speed Steel

ALLOY DIE STEELS

Ontario—Air Hardening Die Steel
Huron—Non-Deforming, Oil Hardening Die Steel
Deward—Non-Deforming, Oil Hardening Die Steel
Utica—Oil Hardening Tool and Die Steel
Saratoga—Oil Hardening Tool and Die Steel

HOT WORK STEELS

Chrome Die—General Purpose Hot Work Steel
Mohawk Hot Die—Tungsten Hot Work Steel
Atlas Hot Die—Tungsten Hot Work Steel

ALLOY SHOCK RESISTING STEELS

Seminole—Oil Hardening Chisel Steel
Ludlum No. 602—Chisel and Punch Steel
Atlas No. 93—Chrome-Molybdenum Steel

CARBON TOOL STEELS

Pompton Extra—Tested Carbon Tool Steel
Pompton—Straight Carbon Tool Steel
Python—Carbon-Vanadium Tool Steel

ALLOY TOOL STEELS

Albany—Chrome-Vanadium Tool Steel
Teton—Chrome-Carbon Tool Steel
Crow—Chrome-Carbon Tool Steel
LSD—Chrome-Molybdenum Tool Steel
Caroga—Chrome-Vanadium Tool Steel

SPECIAL PURPOSE STEELS

Chrome Magnet Steel
Tungsten Magnet Steel
Shoe Die Steels
Nail Die Steels
Ball and Bearing Steels
Bottle Mold Steels
Hollow Drill Steel
Solid Drill Steel

DRILL ROD

L-XX—High Speed Steel
Pompton—High Grade Carbon Steel
Alpha—Commercial Quality Steel

NITRALLOY

Ammonia Hardening Steels

FCC PRODUCTS

Air Hardening Tool Steel Cast-to-Shape
Oil Hardening Tool Steel Cast-to-Shape
Smooth Hammered Forgings
Composite Steel Die Sections

LUDLUM SERVICE

MILLS

Dunkirk, New York Watervliet, New York

BRANCH OFFICES AND WAREHOUSES

Atlanta
Birmingham
Buffalo
Chicago
Cincinnati
Cleveland

Detroit
Los Angeles
Millersburg, Pa.
Newark
Philadelphia
Pittsburgh

Rochester
Rutland, Vt.
St. Louis
San Francisco
Springfield, Mass.
Syracuse

SILCROME

STAINLESS STEEL

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CCA

